

Published Monday – Saturday

**Display Advertising Rate**

\$1.22 per line

**Frequency Discounts**

4 insertions – 15% disc. – \$1.04/line  
 13 insertions – 25% disc. – \$ .92/line  
 26 insertions – 35% disc. – \$ .79/line

Annual volume discounts over \$100,000 available.  
 Please call for rates.

**Special Advertising**

Mega Thursday – 15% premium

*Guaranteed positioning is an additional charge of 25%*

**Colour Rate**

\$265..... One spot colour  
 \$450..... Process colour

**Mechanical Requirements**

**Sizing** The Daily News (x301 Agate Line Max)

2 column.....	2"
3 column.....	3.0625"
4 column.....	4.09375"
5 column.....	5.15625"
6 column.....	6.1875"
7 column.....	7.25"
8 column.....	8.3125"
10 column.....	10.375"
Double Truck (21 col).....	21.25"

Printing process: Offset, 95 line screen. Progressive proofs requested with full colour material. Legal and auctions on classified format of 8 columns. Column depth 301 agate lines.

**TERMS OF PAYMENT:**

Payment due upon receipt of invoice. A 1% per month surcharge will apply on overdue accounts.

**GENERAL INFORMATION:**

- The advertiser agrees that the publisher shall not be liable for damages arising out of errors in advertisements beyond the amount charged for the space actually occupied by the portion of the advertisements in which the error occurred, whether such error is due to negligence of its employees or otherwise... and there shall be no liability for non-insertion of any advertisement.
- Composition charges are applicable for copy set and not used.
- The advertiser agrees to indemnify the publisher against claims arising from publication of any advertisement submitted by the advertiser.

**FTP SERVER INFO**

www.kamloopsdaily.ca  
 User ID: kamloops  
 Password: kamloops

**FILE FORMATS ACCEPTED:**

- PDF format 1.4 version 5 (Press-Quality or X/1-A)
- Photoshop (tiffs/jpgs CMYK) 200 d.p.i. minimum
- InDesign (Mac) - packaged fonts/links

**2011/12**  
**ADVERTISING**  
**RATES**

Effective: Sept. 1, 2011

**YOUR RATE AT A GLANCE**

**MATERIALS & BOOKING DEADLINE:**  
**48 HOURS PRIOR TO PUBLICATION**

**FULL PAGE**  
 10 col x 301 lines

Insertions	Rate
Casual	\$3672.20
4x	\$3130.40
13x	\$2769.20
<b>26x</b>	<b>\$2377.90</b>

**HALF PAGE**  
 10 col x 150 lines  
 or 5 col x 301 lines

Insertions	Rate
Casual	\$1836.10
4x	\$1565.20
13x	\$1384.60
<b>26x</b>	<b>\$1188.95</b>

**1/3 PAGE**  
 10 col x 100 lines  
 or 4 col x 250 lines

Insertions	Rate
Casual	\$1220.00
4x	\$1040.00
13x	\$920.00
<b>26x</b>	<b>\$790.00</b>

**1/4 PAGE**  
 5 col x 150 lines

Insertions	Rate
Casual	\$915.00
4x	\$780.00
13x	\$690.00
<b>26x</b>	<b>\$592.50</b>

**1/8 PAGE**  
 5 col x 75 lines

Insertions	Rate
Casual	\$457.50
4x	\$390.00
13x	\$345.00
<b>26x</b>	<b>\$296.25</b>

**1/16 PAGE**  
 5 col x 38 lines  
 or 3 col x 63 lines

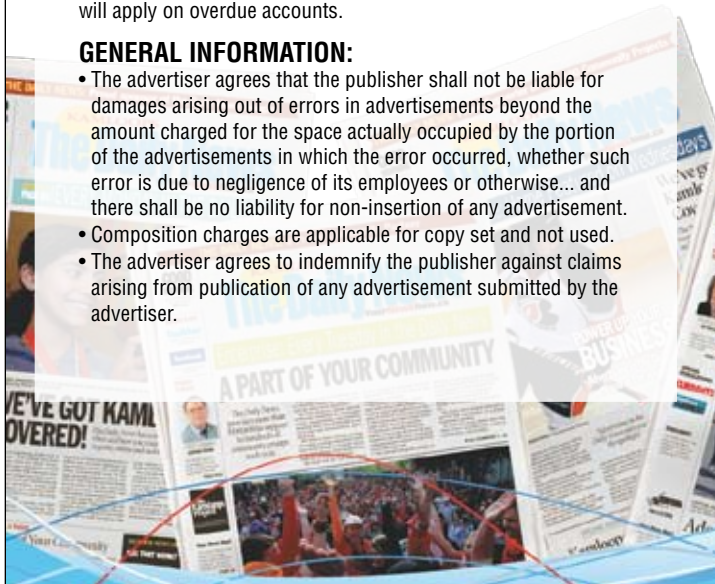
Insertions	Rate
Casual	\$231.80
4x	\$197.60
13x	\$174.80
<b>26x</b>	<b>\$150.10</b>

**BUSINESS CARD**  
 3 col x 30 lines

Insertions	Rate
Casual	\$109.80
4x	\$93.60
13x	\$82.80
<b>26x</b>	<b>\$71.10</b>

**BANNER**  
 10 col x 42 lines

Insertions	Rate
Casual	\$512.40
4x	\$436.80
13x	\$386.40
<b>26x</b>	<b>\$331.80</b>



**REGULAR WORD AD RATES** | **EMPLOYMENT WORD AD RATES**

1 - 6 Days.....49¢ per word per day*	1 - 6 Days.....54¢ per word per day*
7 - 13 Days.....45¢ per word per day*	7 - 13 Days.....51¢ per word per day*
14 - 23 Days.....41¢ per word per day*	14 - 23 Days.....46¢ per word per day*
24 Days.....38¢ per word per day*	24 Days.....42¢ per word per day*

\* MINIMUM CHARGE 13 WORDS (PRICES DO NOT INCLUDE HST)  
 \* \$3.00 per line per ad charged for centered **BOLD HEADINGS**  
 \* **mega** "DELIVERED EVERYWHERE" Premium added

**BUSINESS DIRECTORY RATES** | **INTERNET DIRECTORY RATES**

1".....\$4.05/day	2 1/2".....\$10.14/day	<b>Word Ad - 3 lines \$28.95/month + HST</b> <b>Display Ad - Starts @ \$71.83.</b> Booked 4 weeks minimum. Insertions - 24 Daily Deadline: Tuesdays @ 3:00 pm Starts on a Thursday and ends on a Wednesday Refer to I/D sheet for additional sizes and costs
1 1/2".....\$6.08/day	3".....\$12.16/day	
2".....\$8.11/day	4".....\$16.22/day	
<b>24 Day Commitment</b>	<b>(PRICES INCLUDE HST)</b>	

Deadline: Wednesday @ 3:00 pm to start following Monday

**GUARANTEED CLASSIFIEDS** | **4 DAY SPECIAL**

**MERCHANDISE FOR SALE**  
 We will run your ad until it sells!  
 Includes every issue of the Daily News.

**\$37<sup>07</sup>** (+ HST)  
 (No refunds) 15 words or less (extra words \$2.00 each) \*  
 3 items max. Some restrictions apply. Private parties only.  
 No change to ad is allowed once ad is running except to  
 change price or take out items that have sold. Booked @  
 24 day intervals/ Customer must call to renew.  
 MAX 52 WEEKS

**GUARANTEED CLASSIFIEDS**  
 The Daily News

**4 DAY SPECIAL**  
 If the item(s) you're selling is under \$800 (total),  
 and the price(s) appear in the ad,  
**GET 4 DAYS FOR \*\$10.30** (+HST)  
 \*20 Words or less \*Consecutive Days Only  
 \*NON-COMMERCIAL ADS ONLY \*PETS EXCLUDED  
 \*NO REFUNDS

**MEETING PLACE (SINGLES)** | **GUARANTEED CLASSIFIEDS**

**\$20<sup>00</sup>** (+ HST) Up to 40 words  
 14 insertions in the Daily

**SHARED ACCOMMODATION**  
**\$19.60 + HST.** 6 days in the Daily. 13 words minimum.

**BOX REPLIES**  
 Box # \$15.00 • Box # & mailout of replies \$25.00

**SELL YOUR VEHICLE, TRAILER, RV, BOAT, SNOWMOBILE, ATV**

**\$37<sup>07</sup>** (+ HST) 15 words or less  
 (Extra words only \$2.00 ea.)  
**Runs everyday until it sells!**  
 (No refunds) 1 item only. \*Non-Commercial Ads Only \*No change to ad is  
 allowed once ad is running, except price change, phone # and kms.  
 Booked @ 24 day intervals/ Customer must call to renew. Max 52 weeks.

**GUARANTEED CLASSIFIEDS**  
 The Daily News

**CLASSIFIEDS**  
 PHONE 250-372-1010 FAX 250-372-0823  
 classified@kamloopsnews.ca  
 393 Seymour Kamloops, B.C. V2V 6P6



# We deliver flyers!

## Distribution

Mon. - Sat. 12,200 paid circulation  
 Wed. / Fri. additional 16,400 copies for total market coverage

**Areas Include:** Kamloops, Merritt, Logan Lake, Pinantan, Paul Lake, Sun Peaks, Rayleigh, Clearwater, Barriere, Chase, Cherry Creek, Savona, Cache Creek, Ashcroft

## Minimum/Maximum Sizes

Flyer minimum size: 6.5" x 6"  
 Flyer maximum size: 11.5" x 11"  
 Minimum paper weight: Min. 25lb. bond  
 Minimum thickness: .0065"

## Flyer Rates

	W	M, T, TH, F, S
Up to 99g:	\$57.50/1000	\$50/1000

**Minimum Charge:** \$150

## Overweight Flyers/Catalogues (Over 99g)

100–199 grams, regular rate plus \$25/1000  
 200–299 grams, regular rate plus \$35/1000

Quotes available for flyers/catalogues over 300 grams, those requiring special handling (eg. top loads or those not meeting minimum/maximum specifications), or specialty publications.

## Receiving

Regular flyers must be received five working days prior to distribution.

All overweight or specialty flyers/catalogues must be received three days prior to distribution. Distribution date subject to availability and must be confirmed by the Director of Advertising.

Please ship to:

**Vernon Printing and Distribution Center**  
 4407 25th Avenue  
 Vernon, BC V1T 2M0

Here is a list of some of our regular customers that trust us with their business:

### Department & Major Chain Stores

Visions  
 Atmosphere  
 Big Boot Inn  
 Costco  
 Toys R Us  
 Babies R Us  
 The Source  
 Sportchek  
 Sportmart  
 The Bay  
 City Furniture  
 Mark's Work Warehouse  
 Andre's Audioelectronics  
 Jysk  
 Jordan's Furniture  
 Sleep Country  
 Casa Décor  
 XS Cargo

### Grocery Stores

Superstore  
 Extra Foods  
 Safeway

### Automotive

Canadian Tire  
 Ford  
 Kamloops Ford Lincoln  
 Kamloops Dearborn Ford  
 Kamloops Dodge Chrysler  
 Rivershore RAM Chrysler  
 GMC-Chevrolet  
 GMC-Pontiac

Rivercity Nissan  
 Country RV Centre  
 Zimmer-Mercedes  
 Zimmer-Autosport  
 AB Car Sales  
 BC Automobile Association  
 Volkswagen of Kamloops  
 Kal Tire  
 Platinum Auto  
 Jubilee RV

### Home Renovation & Supplies

Home Depot  
 Home Hardware  
 RONA  
 Interior Plumbing & Heating  
 Just Windows & Doors  
 Kamloops Roofing  
 Drew Blain Construction  
 Frank's Custom Painting  
 Concord Carpet Care  
 Bridgeport Carpets  
 Cam's Lawn Maintenance  
 Ultra VAC Carpet Cleaning  
 Lyon's Landscaping  
 Precise Plumbing & Heating  
 Rapid Cool Refrigeration  
 Service Plus  
 Starline windows

### Travel & Tourism

Sun Rivers  
 Travel Alberta  
 Mt. Paul Golf Course

Kamloops Travel World  
 Maritime Travel  
 Tourism Sun Peaks  
 Bamboo Inn  
 Coast Mountain  
 Flight Centre

### Miscellaneous

Government of Canada  
 Thompson Rivers University  
 Canadian Home Builders Association  
 World Vision Canada  
 Kamloops Public Art Gallery  
 Kamloops Computer Centre  
 Postmedia Canspell  
 Prevention Magazine  
 Rogers Wireless  
 Shop & Save  
 Dell Computers  
 Sneakers Computers  
 National Weight Loss  
 On the Rocks Pub & Grill  
 Papa Murphy's Pizza  
 People's Jeweller's  
 Ann Louise Jewellers  
 Fifth Avenue Jewellers  
 Liquor Depot  
 Little Caesars Pizza  
 Western Canada Theatre  
 A&W Restaurant  
 Atmosphere  
 Bayer-Diabetes Care

**Increase your reach and frequency with valuable on-line advertising.**

Through analytics, we are able to provide you with powerful customer data that helps you to both better understand your potential customers and quantify your investment. All ads provide a direct link to your website or email address, increasing your on-line presence.

	1 MONTH	6 MONTH	1 YEAR
<b>Leaderboard Ad</b> (728x90 pixels) Rotation Cap: 15	\$1000 PER MONTH	\$750 PER MONTH	\$500 PER MONTH
<b>Big Box Ad</b> (300x250 pixels) Rotation Cap: 25	\$850 PER MONTH	\$600 PER MONTH	\$450 PER MONTH
<b>Skyscraper Ad</b> (160x600 pixels) Rotation Cap: 15	\$650 PER MONTH	\$400 PER MONTH	\$250 PER MONTH

**NEW!** *Daily e-Newsletter*  
 Leaderboard (728x90 pixels)  
 \$600 / month

\* All rate packages include ad design/production, web link, one creative change per month & IAB standard analytic reporting. Rich Media available upon request.

