

RATE CARD

Publishing every Wednesday and Friday

September 1, 2017 - August 31, 2018

OPEN RATE: \$16.72/column inch

\$1.20/line

MODULAR SIZES	DIMENSIONS	ONE ISSUE	FREQUENCY DISCOUNTS										NON-PROFIT
			2-12 ISSUES		13-25 ISSUES		26-51 ISSUES		52-102 ISSUES		103+ ISSUES		
FULL *	10.25 X 13.8	\$1,383.92	-15%	\$1,176.33	-20%	\$1,107.13	-25%	\$1,037.95	-30%	\$968.95	-40%	\$830.36	\$1,107.13
1/2 PAGE *	5.042 X 13.8 V 10.25 X 6.82 H	\$692.18	-10%	\$622.99	-15%	\$588.36	-20%	\$553.74	-25%	\$519.13	-35%	\$449.93	\$553.74
1/3 PAGE *	3.306 X 13.8 V 10.25 X 4.5 H	\$461.45	-10%	\$415.31	-15%	\$392.23	-20%	\$369.15	-25%	\$346.09	-35%	\$299.94	\$369.15
1/4 PAGE *	5.042 X 6.82 V 10.25 X 3.33 H	\$342.87	-10%	\$307.86	-15%	\$290.76	-20%	\$273.66	-25%	\$256.55	-35%	\$222.34	\$273.66
1/6 PAGE *	5.042 X 4.5 V 10.25 X 2.18 H 3.306 X 6.82 T	\$228.05	-5%	\$216.64	-10%	\$205.25	-15%	\$193.83	-20%	\$182.43	-30%	\$159.62	\$182.43
1/8 PAGE *	5.042 X 3.33 V 10.25 X 1.61 H 3.306 X 4.5 T	\$167.03	-5%	\$158.68	-10%	\$150.33	-15%	\$141.90	-20%	\$133.61	-30%	\$116.92	\$133.61
1/12 PAGE *	3.306 X 3.33	\$111.33	-5%	\$105.76	-10%	\$100.19	-15%	\$94.62	-20%	\$89.06	-30%	\$77.92	\$89.06
BUS CARD *	3.306X2.18	\$80.76	-5%	\$77.29	-10%	\$73.22	-15%	\$69.15	-20%	\$65.09	-30%	\$56.94	\$65.09

PUBLICATIONS AND CIRCULATION

We have two tabloid-sized publications each week. Wednesdays we publish the *Powell River Peak* and Fridays we publish the *Peak Weekender*. The *Peak* is our paid weekly newspaper and the newspaper of record for Powell River and area. The circulation area stretches from Saltery Bay in the south to Lund in the north, including Texada Island. The paid circulation of the *Peak* averages 3,200 weekly. As the only weekly newspaper in the market, the

Peak focuses on local editorial content and it is where our readers look for news, views, reviews, letters to the editor, community news, sports, features and classifieds. On Fridays we publish *Peak Weekender*, a free distribution publication that is delivered to approximately 7,300 households. The *Peak Weekender* includes columns, photos, sponsored content, Scene Around Town page, Around Town listings and weekend flyers.

COLOUR

Make your ad stand out when you add colour:

Bus Card	\$30	1/8th page	\$40	1/4 page	\$65	1/2 page	\$125
1/12th page	\$30	1/6th page	\$50	1/3rd page	\$90	Full page	\$175

PLACEMENT

Guaranteed placement is available (within the established layout of the paper) at an **added charge of 25%**.

INSERTS/FLYERS

We'll deliver your flyer or insert with the *Powell River Peak* or *Peak Weekender* at a minimum charge of **\$50 per thousand**.

CLASSIFIED ADVERTISING RATES

Standard classified advertising: **\$10.20 for 15 words**. Display classified (any ad with a border, logo or graphic placed in the classified section) **starts at \$17.79 per column inch**. Frequency discounts are available.

NON-PROFIT GROUPS

We are pleased to extend a 20% discount to recognized non-profit organizations.

DEADLINES

The Powell River Peak is published Wednesdays

All ads, including classifieds, must be booked by 9 am Mondays.

Peak Weekender is published Fridays

All ads, including classifieds, must be booked by 9 am Wednesdays.