

the PUBLISHER

ADVERTISE

Expanded distribution

Deliver your message to 950 decision-makers at Canada's community and daily newspapers

An informative digest of the latest trends

Published 10 times a year

Reach over 850 newspapers across Canada

The **Publisher** is the best way to deliver your advertising message to the newspaper industry in Canada. Published 10 times per year and mailed to over 850 member newspapers of the Canadian Community Newspapers Association and Canadian Newspaper Association, **The Publisher** is a well-read and informative digest about newspapers, industry news, technology, and association activities.

Advertising in **The Publisher** means your ad will be seen by publishers, senior corporate executives, and other industry professionals.

Size	1 x (one insertion)	3 x (5% discount)	5 x (10% discount)	10 x (15% discount)
Full Page	1,170	1,112	1,053	995
Back Page (full page only)	1,435	1,363	1,292	1,220
1/2 Page	660	627	594	561
1/3 Page	480	456	432	408
1/4 Page	420	399	378	357
1/8 Page	240	228	216	204
Vendors Directory (card size)	60	57	54	51
Classified	16.50	15.68	14.85	14.00

Full Colour: \$240 per page	Spot colour: \$90 per page
Design services are available for a 25% surcharge	Inserts: \$240 + additional mailing costs, if applicable

Terms and Conditions

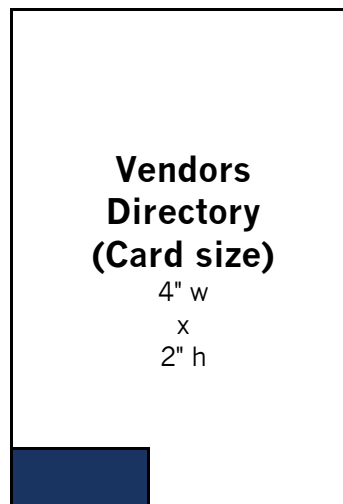
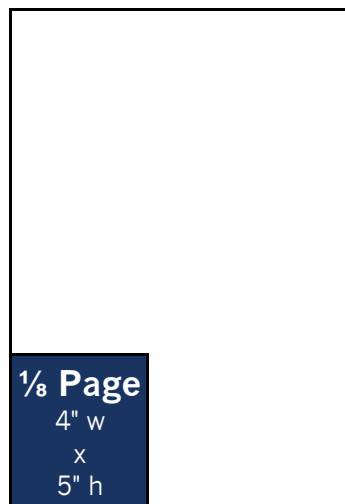
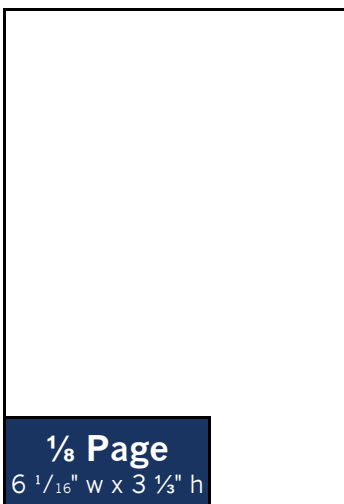
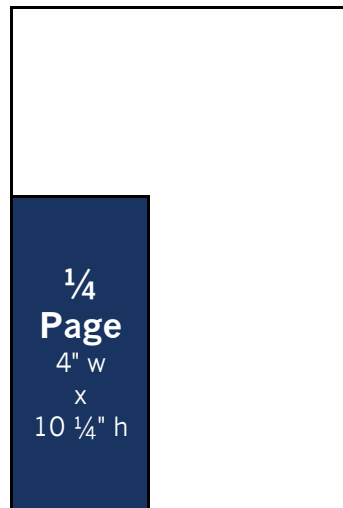
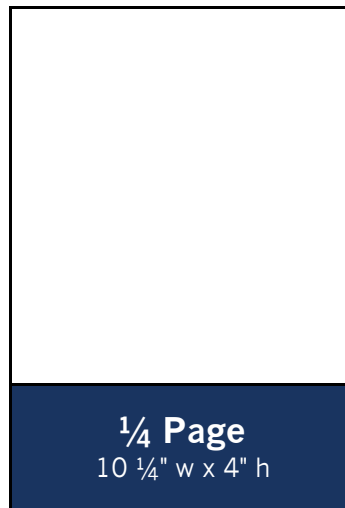
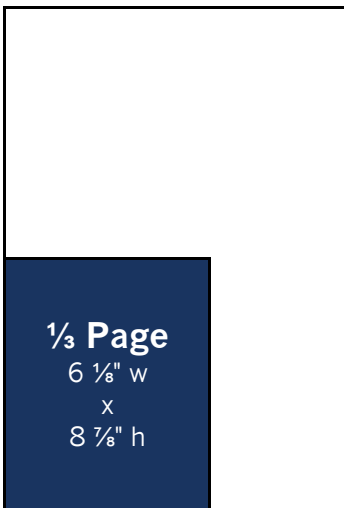
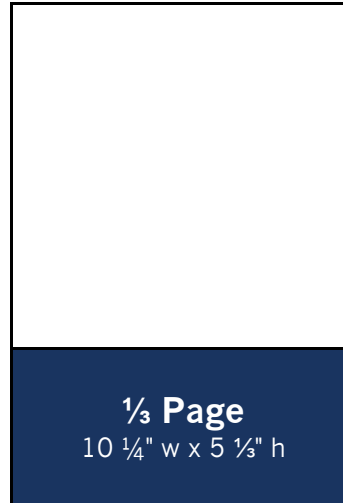
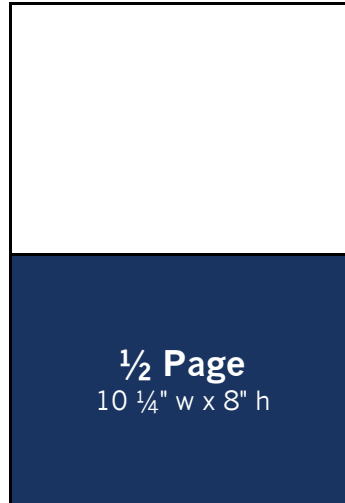
- 5% GST applies to all prices
- All cheques are payable to **Canadian Community Newspapers Association**
- Accounts outstanding past 30 days will be charged 2% interest per month
- Prepayment may be required to establish credit
- All figures are in Canadian dollars
- The copy of each ad is solely the responsibility of the advertiser and must be received no later than the closing date for publication.
- If the copy for the reserved space has not been received, the advertiser agrees that **The Publisher** will arrange appropriate copy for the ad and the advertiser will be responsible for the cost of the artwork, copy production, and ad space
- The CCNA and CNA reserve the right to reject any advertisement
- The CCNA and CNA reserve the right to insert the word 'advertisement' above any notices that resemble editorial content
- Cancellation will not be accepted after the closing date for publication.

Publishing Schedule & Editorial Calendar 2009			
Issue	Theme	Booking deadline	Artwork due
February	Independent Press	January 16	January 20
March	Education	February 13	February 18
April	Ethnic Press	March 13	March 16
May	New production technology	April 10	April 13
June	Post-conference issue	May 12	May 18
July/August	Syndication	July 3	July 8
September	Outsourcing and insourcing	August 7	August 10
October	Design	September 11	September 14
November	Market Research	October 9	October 13
December/January	Flyers	November 13	November 16

Other sizes may be arranged upon request.

Canadian Community Newspapers Association
890 Yonge St., Suite 200
Toronto, Ontario, M4W 3P4

Phone: 416-482-1090 ext. 248
Toll-free in Canada: 877-305-2262
publisherads@ccna.ca
www.communitynews.ca/publisher



Mechanical Requirements/ Submitting Materials

All advertisements must conform to the exact dimensions for each size format. Irregular sized ads will not be accepted, unless specially arranged.

- Only properly created Adobe Acrobat PDF files will be accepted
- Use "embedded fonts" option when creating PDF file
- Ensure adequate compression ratio to maintain image quality
- Spot and four-colour materials MUST include registration marks and colour separations, and only use CMYK colour
- 85 line screen
- Send files by e-mail to publisherads@ccna.ca
- Fax proof copy to 416-482-1908

Inserts - Mechanical Specs

Inserts should be printed documents no larger than 8 1/2" X 11"
Up to three printed pages allowed per insert if stapled
Additional charges may apply for inserts that do not conform with these standards
1,000 copies required

Classified Advertising

Classified word ads (up to 30 words) are \$16.50 plus 5% GST or .55 per word (minimum charge for 30 words). If the advertisement exceeds 30 words an additional charge of .55 per word will be added. Reply box numbers, add \$6.00. Advance payment required by cheque or credit card. Classified display rates upon request.

Questions?

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