

Advertising Rates

Advertising: 902-275-5830

Publication Dates: *The Clipper* is published every Thursday.

Booking and Content Deadlines:

- Non- Camera Ads: noon on Thursday
- Camera Ready Ads: noon on Friday

Special Position: Guaranteed positions are charged an additional fee. Please inquire.

Cancellations: Not accepted after 5:00 pm the Thursday before publication. Cancelled frequency contracts are pro-rated and billed accordingly.

Advertorial: Purchase an advertorial and receive a half page ad and half page of editorial content & photo. Certain conditions apply.

Terms and Conditions: See Advertising Contract.

Classifieds

Office: 902-275-5830

Classifieds Ads: - 15 words or less \$15.00; additional words .20 cents each; bold words .25 cents each; border \$4.00.

Obituaries: - 75 words or less \$20.00; additional words .20 cents each; with photo add \$20.00

Weddings, Anniversaries, Engagements, Births, Cards of Thanks and Graduation: - 75 words or less \$25.00; additional words .20 cents each; with photo add \$20.00

Booking Deadlines: By noon Thursday the week prior to publication. ALL Classifieds must be prepaid before publishing and must be typed when submitted. All prices subject to HST. *The Clipper* reserves the right to lay out your copy to fit the space provided.

Ad Sizes:

Frequency Discounts:

6x 10% discount 26x 25% discount
12x 15% discount 52x 33% discount



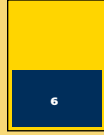
Full Page: \$1,150.00
10 5/16" x 16"
6 col. x 224 agates

Add Colour \$200.



1/2 Page: \$575.00
6 13/16" x 12"
4 col. x 168 agates

Add Colour \$100.



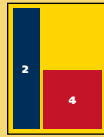
1/2 Page: \$575.00
10 5/16" x 8"
6 col. x 112 agates

Add Colour \$100.



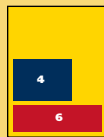
1/3 Page: \$375.00
5 1/16" x 16"
3 col. x 224 agates

Add Colour \$100



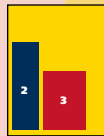
1/3 Page: \$375.00
3 5/16" x 16"
2 col. x 224 agates
6 13/16" x 8"
4 col. x 112 agates

Add Colour \$75.



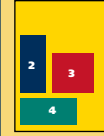
1/4 Page: \$285.00
6 13/16" x 6"
4 col. x 84 agates
10 5/16" x 4"
6 col. x 56 agates

Add Colour \$50.



1/4 Page: \$285.00
3 5/16" x 12"
2 col. x 168 agates
5 1/16" x 8"
3 col. x 112 agates

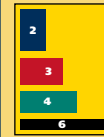
Add Colour \$50



1/6 Page: \$190.00
3 5/16" x 8"
2 col. x 112 agates
5 1/16" x 5 1/3"
3 col. x 75 agates

6 13/16" x 4"
4 col. x 56 agates

Add Colour \$50.

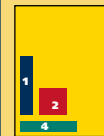


1/8 Page: \$145.00
3 5/16" x 6"
2 col. x 84 agates
5 1/16" x 4"
3 col. x 56 agates

6 13/16" x 3"
4 col. x 42 agates

10 5/16" x 2"
6 col. x 28 agates

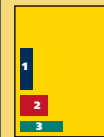
Add Colour \$35.



1/12 Page: \$95.00
1 5/8" x 8"
1 col. x 112 agates
4" x 3 5/16"
2 col. x 56 agates

6 13/16" x 2"
4 col. x 28 agates

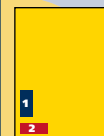
Add Colour \$25.



1/16 Page: \$70.00
1 5/8" x 6"
1 col. x 84 agates
3 5/16" x 3"
2 col. x 42 agates

5 1/16" x 2"
3 col. x 28 agates

Add Colour \$25.



1/24 Page: \$45.00
1 5/8" x 4"
1 col. x 56 agates
3 5/16" x 2"
2 col. x 28 agates

Add Colour \$25.

Guidelines

Production Guidelines:

The Clipper will not be responsible for ads and materials which do not meet digital and/or mechanical requirements.

Software Support:

PC: QuarkXPress 5.0, Photoshop CS, Illustrator CS

Please ensure all images, logos, fonts, etc. are included with the digital file.

Media Support:

Files may be transported on CD, floppy, or email. File formats that are accepted for Camera Ready Ads: **TIFF, JPEG, PDF, and EPS**. Microsoft Word, and Word Perfect files are NOT accepted for camera ready ads.

Scans and Graphic Files:

All grayscale scans must be 200 dpi or higher, all lineart scans must be 300 dpi or higher. All scans and graphics must be at 100% size of required placement.

Please crop and size artwork in an image-editing program such as Photoshop before placing in your page layout. Scaling in your page-layout program lowers print quality and slows performance of all output devices. If scaling is unavoidable, do not scale more than 10%. Please avoid rotating images in your page-layout program.

Colours:

Please ensure all colours in files are CMYK. **RGB is NOT accepted.**

Fonts:

Please ensure that you use only Postscript fonts. Include all printer and screen fonts used in your layout. If using Illustrator, please ensure that all text is converted to paths or outlines.

Printing Specifications:

85 Line Screen for Black & White 100 Line Screen for Colour.