

The Neepawa Press

ADVERTISING RATE SCHEDULE Effective 2010

LOCAL DISPLAY ADVERTISING

Frequency rates quoted per agate line unless otherwise indicated.

Size	Line Rate
Less than 1/12 page	71¢
1/12 page (112 lines)	69¢
1/6 page (224 lines)	60¢
1/3 page (448 lines)	56¢
1/2 page (672 lines)	53¢
2/3 page (896 lines)	47.5¢
5/6 page (1120 lines)	44.5¢
Full Page (1344 lines)	40.5¢

COLOR PREMIUMS	
Spot Color	\$55
Pantone Color	\$65
Process Color	\$130

Sample costs

1/8 Page ..	\$115 ⁹²	FULL PAGE \$544³²
1/4 Page ..	\$201 ⁶⁰	
1/2 Page ..	\$356 ¹⁶	

The Neepawa Press is read weekly by your best customers!!

MIGHTY MINI ADVERTISING

Frequency Line Rate	
Monthly	55¢
Multi-weekly	50¢
Minimum size 25 lines. One copy change per month.	

DEADLINES

Published Wednesday.
Display Advertisements
Noon Thursday.
Word Advertisements
5 p.m. Wednesday.

CLASSIFIED ADVERTISING

DISPLAY ADVERTISEMENTS
As per

Local Display Rates

WORD ADS

- 15 words or less \$9.99, additional words 20¢ each.
- Second consecutive run 25% discount.
- **Family notices** 30 words or less \$10.25, additional words 20¢ each. Add photo: 1 column \$10.00
2 column \$18.00

CONTACTS

Publisher Todd Hamilton
Sales

Darren Graham, Sales Mgr
Stephanie Ehr, Sales Rep

PRE-PRINT INSERT RATES

Frequency Rate/M	Rates are based on flyers weighing up to 50 grams. Surcharge of 80¢ per thousand will be charged for each gram exceeding 50 grams. Inserts requiring zoned coverage will be evaluated individually. Surcharges may result.
36+	43.00
20-35	47.00
12-19	52.00
5-11	53.00
Casual	70.00

MECHANICAL SPECIFICATIONS

Number of columns ~ 6
Column Width ~ 9 pica 6 point (1.583 in)
Column Depth ~ 224 agate lines (16 in)
Column Spacing ~ 1 pica
Printed Page ~ 10-3/8" x 16"
Artwork ~ 85 - 100 line screen preferred

Advertising, Design & Booking

If you want to advertise outside the local market, we can design, book and deliver the advertisement for you.

THE NEEPAWA PRESS

423 Mountain Avenue, Box 939, Neepawa, MB R0J 1H0

Telephone (204) 476-2309 ~ Fax (204) 476-5802 ~ E-mail: advertising@neepawapress.com
www.neepawapress.com

A Member of the Prairie Newspaper Group:



Neepawa Press • Heartland Shopper • The Corner Pocket • Deloraine Times & Star • The Reston Recorder • Virden Empire Advance • Nickel Belt News
Thompson Citizen • The Northern Visions Gazette • Souris Plain Dealer • Flin Flon Reminder • Wheat City Journal • Melita New Era