

Your community paper since 1976

NEW EDINBURGH NEWS

www.newedinburgh.ca

ADVERTISING RATE CARD

The *New Edinburgh News* (NEN), a not-for-profit community newspaper, is published five times a year by a volunteer staff and supported by local advertisers. 3,200 copies are distributed free of charge to New Edinburgh residents as well as local schools, libraries and businesses (the area bounded by the Rideau River, Sussex Drive, Lisgar Road, Maple Lane, Springfield Road and Beechwood Avenue).

SPECIFICATIONS

Publication Dates: October, December, February, April and June. Insertion orders/materials are due on the 10th of the month prior to publication.

Deadlines: Sept. 10, Nov. 10, Jan. 10, March 10, May 10

To fit the paper's 5-column format, ad widths must be 2, 4, 6, 8 or 10 inches wide.

Fees: A 10 % discount applies to ads purchased (and prepaid before the second issue) for a full year (five issues). The HST (13%) will be added to the invoiced subtotal.

Electronic Submissions: Send print-ready ads to ads@newedinburgh.ca. Preferred file format is high resolution PDF with fonts embedded. Technical questions regarding format and press requirements should be addressed to the ad manager.

Content Liability: The advertiser assumes all liability for content of any ad and agrees to indemnify the *New Edinburgh News* and the *New Edinburgh Community Alliance* and their members from any claims that arise therefore, including the solicitor and advertiser (client) costs and disbursements plus applicable taxes thereon of defending such claims.

The *New Edinburgh News* is also made available online at the New Edinburgh community website: www.newedinburgh.ca

For all advertising inquiries, please contact:

Joana Chelo
Advertising Manager
ads@newedinburgh.ca
613-709-6320

Thank you for your generous community support!

Make cheques payable to:

New Edinburgh Community Alliance (NECA), Publisher

203 Stanley Ave., Ottawa, ON K1M 1P2

HST (13%) will be added to the invoiced subtotal.

Black and White Ads

One Column - 2 inches wide

2" x 4" \$40 (5 issues - \$180)

2" x 6" \$60 (5 issues - \$270)

Two Columns - 4 inches wide

4" x 2" \$40 (5 issues - \$180)

4" x 3" \$60 (5 issues - \$270)

4" x 4" \$80 (5 issues - \$360)

4" x 6" \$110 (5 issues - \$495)

Three Columns - 6 inches wide

6" x 2" \$60 (5 issues - \$270)

6" x 4" \$110 (5 issues - \$495)

6" x 6" \$150 (5 issues - \$675)

Four Columns - 8 inches wide

8" x 6" \$200 (5 issues - \$900)

Five Columns - 10 inches wide

10" x 2" \$100 (5 issues - \$450)

10" x 6.5" \$220 (5 issues - \$990)

Full Page

10" x 13" \$500 (5 issues - \$2250)

Want a discount?

Prepay your ad for the next five issues and we will give you a 10% discount.

Colour Ads

Smaller than half page

BW ad price plus a Colour fee of \$75
(5 issues - \$375)

Half Page

10" x 6.5" \$370 (5 issues - \$1740)

Full Page

10" x 13" \$650 (5 issues - \$3000)

*Ads are measured
width x height,
in inches.*

New advertiser?

Welcome to the *New Edinburgh News..* with a 10% discount applied to your first ad purchase.

Advertisers Matter!

Each individual advertiser tells its very own story. Collectively, advertisers tell the story of a community. And we do our best to help them do that, and to build the ties between residents and businesses that make a vibrant, healthy community.