

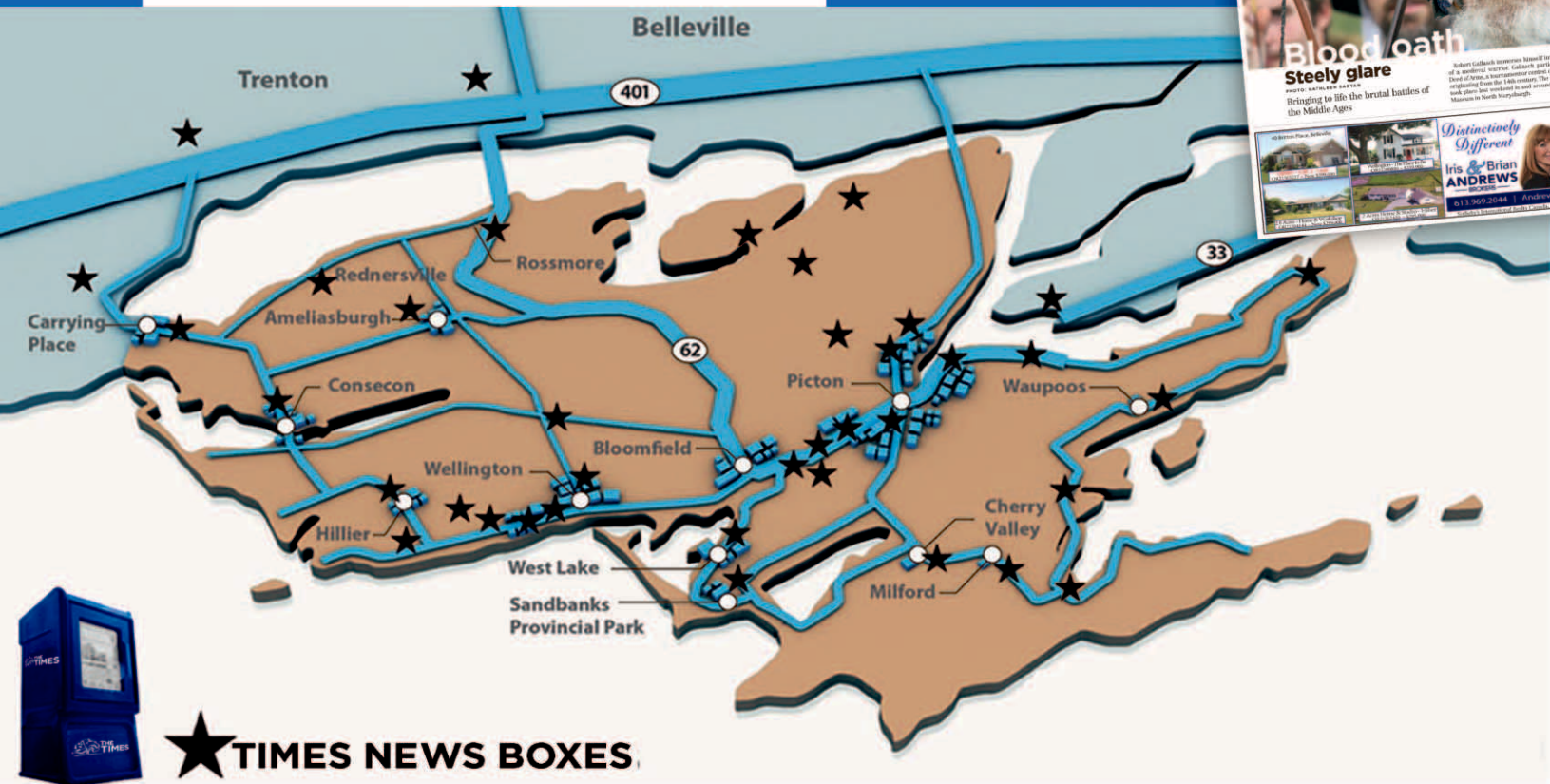
Media Planner



If it **matters in the County
It's in the **Times****

www.wellingtontimes.ca

Media Planner



★ **TIMES NEWS BOXES**

Our readers **love** their Times

WE CARE ABOUT YOUR SUCCESS

We will take the time to understand your needs and propose the right solutions to help your business or organization grow. As a small independent business, we understand how hard it is to meet payroll each week, to navigate regulations and emerge with a profit.

WHY ADVERTISE IN A COMMUNITY NEWSPAPER?

- Community newspaper circulation continues to grow
- People feel a connection to their community newspaper—their neighbours, events, sports teams and businesses—this is *their* newspaper.
- The *Times* lingers in the home for a week or more—it is used as a resource to find goods and services in the readers' neighbourhoods.

WHY THE TIMES?

Attractive affluent readership. High proportion of youthful, active retirees with high discretionary wealth and the time to spend it.
Loyal and engaged readers –“We love the *Times*.”
“I plan my Wednesdays around the *Times*.”
“It’s the only newspaper I read.”
It’s read cover to cover. Readers choose to pick up the *Times* each week.
Broad Distribution. The *Times* reaches every corner of this self-identifying community.

DID YOU KNOW?

Every week Canadians read their community newspaper.

- 73 per cent of Canadians nationally
- 87 per cent of rural Canadians
- 77 per cent of women—more than any other medium
- 78 per cent of seniors

There has been a 21 per cent increase in the number of community weekly newspapers since 1970.

ALL COUNTY ALL THE TIME

Local news. Critical and investigative coverage of municipal council and the business of local government. We also feature stories about the lives of the County’s many fascinating people.
Issues. The *Times* goes where others don’t to get the real story—to find the context to put meaning to headlines.
Debate. The *Times* is the County’s undisputed forum for thoughtful debate and dialogue. We encourage opposing opinions and challenge thought leaders to express their opinions for scrutiny, discussion and feedback.
Letters. A key measure of effectiveness and reach of a community newspaper is its letters to the editor. The *Times* boasts the most lively and active letters published in our market.
Sports. Every week the *Times* features the faces and stories of achievement and struggle in Prince Edward County.

TRUSTED

- Readers need information that is specific and the sources of relevant information are limited.
- Readers spend at least as much time today, with their newspaper as they did two years ago.
- Community papers have a longer shelf life and are likely to be read by more than one person.
- Community newspapers are read cover to cover.

ADVERTISING SIZES

STANDARD UNIT SIZES

Full Page	10.25" x 12.6"	(horizontal)
Half Page	10.25" x 6.0"	(horizontal)
Half Page	5.0" x 12.6"	(vertical)
Quarter Page	6.78" x 5.0"	(horizontal)
Quarter Page	5.0" x 6.0"	(vertical)
Sixth Page	6.78" x 3.0"	(horizontal)
Sixth Page	3.3" x 6.0"	(vertical)
Eighth Page	5.0" x 3.3"	(horizontal)
Eighth Page	3.3" x 5.0"	(vertical)
Large Banner	10.25" x 3.0"	
Small Banner	10.25" x 1.5"	
Box Ad	3.3" x 3.0"	
Business Card	3.3" x 2.25"	

BUSINESS DIRECTORY

Single	1.4" x 1.6"	
Double	3.0" x 2.0"	(horizontal)
Double	1.4" x 3.3"	(vertical)

MECHANICALS

Colours are to be CMYK.
Resolution set to a minimum of 200dpi.
All blacks are to be 100% K.
Call for information regarding special specifications.

CONTACT

T. 613.399.2407
F. 613.399.1945
E. ads@wellingtontimes.ca

CIRCULATION

- 4,500 copies each week
- 35 newsboxes
- Over 100 retail distribution points
- Eco-friendly distribution. Print run tweaked each week, based on previous week’s demand

87% of rural Canadians read a community newspaper last week
Source: Newspaper Canada

WEB ADVERTISING

STANDARD UNIT SIZES

File Limitations - 40k	Formats gif/jpg	
Banner	728px x 90px	(sitewide).....\$99.00
Top Sidebar	300px x 250px	(main page).....\$75.00
Mid Sidebar	300px x 250px	(main page).....\$40.00
Bottom Sidebar	300px x 250px	(main page).....\$40.00
Inner Sidebar	300px x 250px	(content page).....\$40.00
Inner Sidebar	300px x 500px	(content page).....\$75.00
Innerpage Footer	468px x 60px	(content page).....\$60.00
Full Page Takeover	1980px x 1200px	(sitewide background).....\$250.00

AD RATES

FULL COLOUR DISPLAY

Full Page	\$525.00
Half Page	\$270.00
Quarter Page	\$140.00
Sixth Page	\$90.00
Eighth Page	\$78.00
Large Banner	\$145.00
Small Banner	\$70.00
Box Ad	\$55.00
Business Card	\$35.00

BLACK AND WHITE DISPLAY

Full Page	\$430.00
Half Page	\$220.00
Quarter Page	\$110.00
Sixth Page	\$75.00
Eighth Page	\$60.00
Large Banner	\$110.00
Small Banner	\$55.00
Box Ad	\$40.00
Business Card	\$30.00

PREMIUM POSITIONS

Front Page Banner	\$150.00
Front Page Ear Lug	\$60.00
Back Page	\$625.00
Inside Front Cover	\$550.00
Inside Back Cover	\$600.00
Page 3 Banner	\$130.00

BUSINESS DIRECTORY

Single	\$10.00
Double	\$20.00

All ad rates are per weekly insertion. Plus 13% HST.
Above ad rates guaranteed until July.

FIND US ONLINE





THE TIMES

If it matters in the County, it's in the Times.