

**MATERIAL SIZES IN INCHES**

CODE	WIDTH	1 COL	2 COL	3 COL	4 COL	5 COL	6 COL	7 COL	8 COL	9 COL	10 COL
<b>1</b>	B 6 col 13"	2.063	4.25	6.375	8.563	10.75	13	-	-	-	-
<b>2</b>	P 4 col 7.5" B 6 col 11.5" B 8 col 15.5"	1.75	3.688	5.563	7.5	9.375	11.5	13.688	15.5	-	-
<b>3</b>	T 9 col 10.375" B 10 col 11.5"	1.063	2.25	3.375	4.563	5.688	6.875	8.063	9.188	10.375	11.5
<b>4</b>	T 5 col 10.25"	1.938	4	6.125	8.188	10.25	-	-	-	-	-
<b>5</b>	T 6 col 10.25" B 8 col 13.5"	1.563	3.313	5.063	6.813	8.563	10.25	11.75	13.5	-	-
<b>6</b>	T 7 col 10.125" B 8 col 11.5"	1.25	2.75	4.25	5.75	7.125	8.625	10.125	11.5	-	-
<b>7</b>	T 8 col 10.25"	1.125	2.438	3.75	5.063	6.313	7.625	8.937	10.25	-	-
<b>8</b>	B 8 col 13"	1.438	3.125	4.75	6.375	8.063	9.688	11.313	13	-	-
<b>9</b>	T 4 col 10.25"	2.5	5.125	7.688	10.25	-	-	-	-	-	-
<b>10</b>	B 8 col 11"	1.277	2.666	4.055	5.444	6.833	8.222	9.611	11	-	-
<b>11</b>	T/B 10 col 10.375"	0.938	2	3.063	4.094	5.145	6.188	7.25	8.313	9.313	10.375
<b>12</b>	T 8 col 10"	1.153	2.417	3.681	4.944	6.208	7.472	8.736	10		
<b>13</b>	T 7 col 9.9"	1.334	2.765	4.192	5.619	7.046	8.473	9.9			

**INFORMATION AND SPECIFICATIONS**

- DEADLINES\***: **Monday** Publication – Wednesday Prior  
**Tuesday** Publication – Thursday Prior  
**Wednesday** Publication – Friday Prior  
**Thursday** Publication – Monday Prior

**Friday** Publication – Tuesday Prior  
**Saturday** Publication – Wednesday Prior  
**Sunday** Publication – Wednesday Prior  
\* Some exceptions apply
- MINIMUM & MAXIMUM REQUIREMENTS** – Minimum depth of single and double column ads is 30 lines. Advertisements exceeding 280 lines (broadsheet) billed at full column depth. Advertisements running through gutter billed for one extra column.
- TERMS OF PAYMENT** – Net 30 days – 2% per month interest on overdue accounts. Agency commission 15% on national rates. Retail rates are non-commissionable.
- ERRORS OR OMISSIONS** – Liability of newspaper for non-insertion is limited to the amount paid for the advertisement. Liability of the newspaper for errors by the newspaper is limited to the cost of space occupied by the error. Position of advertisements not guaranteed.
- GENERAL** – All advertising subject to Ontario Community Newspapers Association approval. The newspaper reserves the right to insert the word ‘advertisement’ above or below any copy.
- SIZES** – The chart above provides approximate ad sizes. Due to variations in newspaper column widths, ads may float slightly in size specified.