



# 2010 RATE CARD



The Northerner is Fort St. John's best weekly community newspaper. Delivered free of charge every Friday, The Northerner is well-known for its coverage of local news, current events, features and special interest stories.

## > CONTACT INFORMATION

### Glacier Ventures International Corp.

9916 - 98th Street, Fort St. John, BC V1J 3T8  
Telephone: (250) 785-5631 • Fax: (250) 785-3522  
Email: thenortherner@ahnfsj.ca  
**Publisher/Advertising Manager:**  
Ginette Graves, ggorges@ahnfsj.ca  
**National Advertising Representative:**  
Sheila Hettrick, national@ahnfsj.ca

## > GENERAL INFORMATION

**Format:**  
Tabloid

**Established:**  
1988 (Weekly)  
Every Friday

**Booking & Material Deadlines:**  
• Booking Deadline: Friday, 12 Noon  
• Material Deadline: Monday, 10am

**Circulation(ABC): 12,000**

**Technical Specs & Mechanicals:**

Page Depth: 145 agate lines  
Number of Columns: 10  
Page Size: 10.378 x 10.35 in  
1 Col: 0.913"  
2 Col: 1.965"  
3 Col: 3.016"  
4 Col: 4.068"  
5 Col: 5.12"  
6 Col: 6.171"  
7 Col: 7.223"  
8 Col: 8.275"  
9 Col: 9.326"  
10 Col: 10.378"

Printing Process: Web Offset      Halftone Screen: 85.  
Material req'd: Repro Proofs.

**Area Distribution:**

Fort St. John: 6,319	Goodlow: 66
RR1 & SS2: 1,564	North Pine: 11
Hotels/Motels: 345	Pink Mountain: 26
Buick Creek: 60	Altona: 55
Charlie Lake: 513	Prespatou: 129
Baldonnel: 110	Hudson's Hope: 415
Cecil Lake: 63	Taylor: 340
Clayhurst: 8	Rose Prairie: 111
Montney: 67	Boxes: 1,729

## > RATES (Rates in gross)

**Transient Rates:**  
.91¢ gross/per agate line – .77¢ net

**Dollar Volume Contract Levels:**

2,500: .70¢/per agate line  
5,000: .59¢/per agate line  
10,000: .52¢/per agate line  
25,000: .50¢/per agate line  
50,000: .48¢/per agate line  
100,000: .47¢/per agate line  
125,000: .43¢/per agate line

**Colour Charges:**  
One Colour: \$355.00 gross  
Three Colours: \$648.00 gross  
Special inks by request.

**Gauranteed Position:**  
+25%

**Classified Box Charge:**  
Reply Box: \$20.00

**Minimum & Maximum Requirement:**  
Full Depth per Column: 145 agate lines  
Per Page: 1450, Double Truck: 2900

**Flyer Inserts:**  
Wednesday  
Deadline: 4 Days previous, Materials 2 days previous  
Under 50g. (10p. Broadsheet/20p.tabs)  
Insertion per 1000: \$75.00 (Net)