

2011 RATE CARD



Alaska Highway News is an exciting, fast-paced, energetic daily newspaper covering news, sports and local events. Alaska Highway News brings the most up-to-date information and delivers it to your door. The daily newspaper is a paid circulation.

> GENERAL INFORMATION

Format:

Broadsheet

Established:

1943 (Weekly), 1975 (Daily)
(ex. Saturday & Holidays.)

Booking & Material Deadlines:

Noon - 2 days prior for booking and material

Circulation(ABC):

Monday - Thursday: 3,300
Friday: 4,100

Technical Specs & Mechanicals:

Page Depth: 301 agate lines
Number of Columns: 10
Page Size: 11.5 (w) x 21.5 (h)
1 Col: 1.063"
2 Col: 2.222"
3 Col: 3.382"
4 Col: 4.542"
5 Col: 5.701"
6 Col: 6.871"
7 Col: 8.021"
8 Col: 9.181"
9 Col: 10.340"
10 Col: 11.5"
Printing Process: Web Offset
Halftone Screen: 85.
Material req'd: Repro Proofs.

Alaska Highway News

> CONTACT INFORMATION

Glacier Media Inc.

9916 - 98th Street, Fort St. John, BC V1J 3T8
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Regional Manager:

William Julian, wj@ahnfsj.ca

Advertising Manager:

Ryan Wallace, rwallace@ahnfsj.ca

National Advertising Representative:

Sheila Hettrick, national@ahnfsj.ca

Ad Material:

compose@ahnfsj.ca

> RATES (Rates in Gross)

Transient/Career Rates:

\$1.22 gross/per agate line (\$1.04 Net)

Dollar Volume Contract Levels:

\$1,500: \$1.03/per agate line	\$7,500: \$1.02/per agate line
\$10,000: \$0.98/per agate line	\$25,000: \$0.96/per agate line
\$50,000: \$0.94/per agate line	\$75,000: \$0.92/per agate line

Colour Charges:

One Colour: \$360.00 gross
Three Colours: \$657.00 gross
Special inks by request.

Guaranteed Position:

+ 25%

Classified Rates:

Financial, Auction, Casual Govnt/Municipal, Reader Ads,
Portrait, Apt. notices: 1.22¢ gross/Agate Line
Reply Box: \$20.00, Font Size: 8 pt Type

Minimum & Maximum Requirement:

Full Depth per Column: 301 agate lines
Per Page: 3010, Double Truck: 6320
* Ads over 285 agate lines charged as a full column.

Flyer Inserts:

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