



Alaska Highway News

2010 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.

> CONTACT INFORMATION

Glacier Ventures International Corp.

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

Telephone: (250) 785-5631

Fax: (250) 785-3522

Email: compose@ahnfsj.ca

Publisher/Advertising Manager:

Ginette Graves, ggraves@ahnfsj.ca

National Advertising Representative:

Sheila Hettrick, national@ahnfsj.ca

> GENERAL INFORMATION

Format:

Broadsheet

Established:

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

Booking & Material Deadlines:

- B & W: 2 days previous;
Materials 1 days previous.
- Colour: 3 days previous;
Materials 2 days previous.

Circulation(ABC):

Monday - Thursday: 3,700
Friday: 4,400

Technical Specs & Mechanicals:

Page Depth: 300 agate lines

Number of Columns: 10

Page Size: 21-1/2"x12-3/8"

1 Col: 1.06"

2 Col: 2.19"

3 Col: 3.38"

4 Col: 4.5"

5 Col: 5.63"

6 Col: 6.88"

7 Col: 8"

8 Col: 9.13"

9 Col: 10.313"

10 Col: 11.5"

Printing Process: Web Offset

Halftone Screen: 85.

Material req'd: Repro Proofs.

> RATES (Rates in Gross)

Transient Rates:

\$1.16 gross/per agate line (.99¢ Net)

Dollar Volume Contract Levels:

10,000-19,999: \$1.02/per agate line	20,000-29,999: .99¢/per agate line
30,000-39,999: .97¢/per agate line	40,000-49,999: .93¢/per agate line
50,000-59,999: .92¢/per agate line	

Colour Charges:

One Colour: \$355.00 gross

Three Colours: \$648.00 gross

Special inks by request.

Guaranteed Position:

+ 25%

Classified Rates:

Financial, Auction, Casual Govnt/Municipal, Reader Ads,

Portrait, Apt. notices: 1.16¢ gross/Agate Line

Reply Box: \$20.00, Font Size: 8 pt Type

Minimum & Maximum Requirement:

Full Depth per Column: 300 agate lines

Per Page: 3000, Double Truck: 6300

* 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)