

# TIMES COLONIST

Your Island. Your Newspaper.

ADVERTISING RATES 2011/2012

2011-2012 Advertising Rates — Effective September 1, 2011

## RETAIL • NATIONAL • CLASSIFIED

Volume Rates

### NET

Net Volume	Sunday-Thursday	Friday-Saturday
<b>Open Rate</b>	<b>\$3.51</b>	<b>\$4.24</b> per agate line
\$2,500	\$2.51	\$2.99 per agate line
\$5,000	\$2.49	\$2.96 per agate line
\$7,500	\$2.42	\$2.88 per agate line
\$10,000	\$2.30	\$2.76 per agate line
\$25,000	\$2.25	\$2.73 per agate line
\$50,000	\$2.22	\$2.69 per agate line
\$100,000	\$2.20	\$2.65 per agate line
\$200,000	\$2.19	\$2.64 per agate line
\$300,000	\$2.18	\$2.63 per agate line
\$400,000	\$2.15	\$2.58 per agate line

Volume Rates greater than \$400,000 available upon request.

### GUARANTEED POSITIONS

First Section — Specific Page	20% extra (set sizes)
First Section — No Specific Page	10% extra
Back Pages	25% extra
Comment/Letters Banner	20% extra

Every effort will be made to accommodate advertisers'

requests, but inventory may be limited.

### ADVERTISING:

CLASSIFIEDS	Tel: 250-386-2121	Fax: 250-380-5285
	Email: <a href="mailto:classified@timescolonist.com">classified@timescolonist.com</a>	
NATIONAL	Tel: 250-380-5259	Fax: 250-380-5253
RETAIL/SPECIAL SECTIONS	Tel: 250-995-4464	Fax: 250-380-5253
	Email: <a href="mailto:tcadvertising@timescolonist.com">tcadvertising@timescolonist.com</a>	

### BANNERS

**A1** - 28 agate lines x 10 columns  
 Sunday-Thursday **\$6.59** Friday-Saturday **\$7.90**

**A3 & Section Fronts** - 40 agate lines x 10 columns  
 Earned line rate 25% surcharge Banner Rates are Net

### WORKING

Net / Gross	1x	Wed	Sat
	Combo	\$4.20	\$5.26
		\$1.49	\$4.88

### COLOUR BLACK PLUS...

	Net	Gross
1 Colour	\$817	\$961
2 Colour	\$1,313	\$1,545
3 Colour	\$1,824	\$2,146

Every effort will be made to accommodate advertisers' requests, but colour is not guaranteed.

### OTHER RATES

	Sun-Thu	Fri-Sat
Charitable	\$1.75	\$2.10
Community/Cultural	\$2.27	\$2.74

### BOX NUMBERS

There is a **\$25.50** per week charge for the use of a *Times Colonist* box number which includes the cost of mailing. The *Times Colonist* will not be responsible for failure to forward replies to box number advertisers. Postage-due replies are charged to the advertiser.

### OTHER DEPARTMENTS:

GENERAL ENQUIRIES	Tel: 250-380-5211
CIRCULATION	Tel: 250-382-2255
NEWSROOM	Tel: 250-380-5333 Fax: 250-380-5353
	Email: <a href="mailto:localnews@timescolonist.com">localnews@timescolonist.com</a>
WEBSITE	<a href="http://www.timescolonist.com">www.timescolonist.com</a>

### The Power of the Times Colonist

The *Times Colonist* has been Victoria's source of news and information for over 150 years. In an increasingly online, instantaneous world, the *Times Colonist* stays relevant with 24/7 news gathering and reporting. With a printed edition six days a week, regular website updates and breaking news alerts the *Times Colonist* brings advertisers and readers together all day every day. With tablet apps and an optimized site for smart phones the *Times Colonist* is available to readers and customers in whatever format they want.

- 75% of adults in Victoria read the *Times Colonist* either in print or online each week.

- Weekly readership of the *times Colonist* has remained steady for the past 5 years.

Source: NADbank 2010, Base: 291,000 Victoria adults 18+



## SwarmJam

SwarmJam is the *Times Colonist's* own unique, all-local daily deal site. Retailers and businesses get new customers and drive traffic to their locations with spectacular deals for thousands of SwarmJam subscribers and *Times Colonist* readers. In-paper ads support the e-mail blasts to potential customers and businesses get paid out within 10 days.

Call your TC Representative today

**TIMES COLONIST**  
Your Island. Your Newspaper.

Place your print or online Classified ad through our website 24/7 at [timescolonist.com/placeanad](http://timescolonist.com/placeanad)

2621 Douglas Street, Victoria BC V8T 4M2



# ONLINE OPTIONS

Connect with an affluent audience and surround your brand with credible editorial content from a trusted media provider. For as little as \$500 you can increase your reach and frequency and we have the creative team to help deliver your online message.

Advertisers know they need to be online more than ever and studies show that advertising on newspaper websites is more trusted by consumers. Timescolonist.com (part of the Canada.com network) is the place to be to reach the Victoria market. With seven million page views and over a quarter-million unique visitors every month, timescolonist.com brings the consumer to you.

### OPPORTUNITIES AVAILABLE:

**Online Display:** Static and interactive ads in high-profile spots throughout the website. Target your preferred demographic on specific channels, with geo-targeting tools or by sponsoring content. We can create a unique solution for you.

**TC Mobile:** Be the first thing people see when they access timescolonist.com from their smart phones and mobile devices. Exclusive positioning means only one ad is visible at a time, it is front and centre as the site loads.

**Homepage Takeovers:** Own all the ad space on timescolonist.com's home page for your special event or announcement.

**Directory/Text Links:** Drive traffic to your website through simple links from relevant places at timescolonist.com. This is a great low cost entry point for advertisers new to digital space.

**Specific Category Classifieds:** Working.com for careers, Drving.ca for new and used vehicles, Celebrating.com for life's milestones, Rembembering.ca for celebrating lives and Househunting.ca for renting, selling or buying places to live.

- Online display options and rates are available by request.
- Online display ad packages are commissionable to agencies. Please call for details.

## TV TIMES RATES

	1X	6X	52X
OBC (incl full colour)	\$2,317	\$2,229	\$1,920
Front Cover Banner	\$674	\$659	\$606
Full Page	\$1,984	\$1,898	\$1,589
1/2 Page Horizontal	\$993	\$950	\$793
1/2 Page Vertical	\$993	\$950	\$793
1/4 Page Banner	\$490	\$469	\$392
Misc line rate	\$2.05	\$1.96	\$1.64

Every effort will be made to accommodate advertisers' requests, however, inventory may be limited. TV Times rates are net.

### TV Times

Reservation Deadline: Mon. 4:00pm (11 days prior to publication)

## DISPLAY FREQUENCY DISCOUNT RATES

	Sun-Thu	Fri-Sat
<b>Daily</b>		
12 MO. Per line per day	\$1.18	\$1.44
6 MO. Per line per day	\$1.23	\$1.54
3 MO. Per line per day	\$1.31	\$1.64
1 MO. Per line per day	\$1.52	\$1.90
One copy change every 30 days		
<b>Twice</b>		
52 weeks per line per day	\$1.86	\$2.24
<b>Weekly</b>		
26 weeks per line per day	\$1.95	\$2.34
15 weeks per line per day	\$2.02	\$2.43
5 weeks per line per day	\$2.13	\$2.54
One copy change every 5 weeks		

## CLASSIFIEDS FREQUENCY RATES

	Sun-Thu	Fri-Sat
<b>1" Minimum</b>		
6 to 11 months	\$1.30	\$1.55
12 months	\$1.23	\$1.45
<b>3 Line Minimum</b>		
6 to 11 months	\$1.76	\$2.12
12 months	\$1.61	\$1.92

## COAST TO COAST ADVERTISING

With one call, you can reach over a million B.C. subscribers! We can place your classified ad in over 20 newspapers including Times Colonist, Nanaimo Daily News, Vancouver Sun and Province. Packages for Western Canada or all of Canada also available. Call 250-386-2121 for more info.

## DAILY DEADLINES\*

	Tuesday Edition	Wednesday Edition	Thursday Edition	Friday Edition	Saturday Edition	Sunday Edition	Friday Driving	Saturday Homes
<b>Production Work with Proof</b>	Fri 11 am	Fri Noon	Mon 4 pm	Tue 4 pm	Wed 4 pm	Wed 4 pm	Mon 4 pm	Tue 4 pm
<b>Production Work no Proof</b>	Fri 11 am	Mon 11 am	Tue 11 am	Wed 11 am	Wed 4 pm	Thu 11 am	Tue 11 am	Wed 11 am
<b>Proof Corrections copy changes only**</b>	Mon Noon	Tue Noon	Wed Noon	Thu Noon	Fri Noon	Fri Noon	Wed Noon	Thu Noon

\* All ads complete with copy **MUST** be submitted to production by the Complete Copy Deadline.

Note: All times refer to Pacific Standard Time

\*\* Ads WILL NOT be re-done on proof

Electronic ads must be in by the No Proof Deadline

Ads needing CREATIVE Work must be submitted 2 working days prior to Production Work – With Proof Deadline

## Special Sections

The Times Colonist produces more than 60 special features every year. Ask your sales rep for publication dates and special rates.

## INSERTS

Total distribution	\$45 cpm
Over 50,000 copies (but less than total distribution)	\$49 cpm
25,000 to 49,000	\$58 cpm

Rates shown are for inserts up to 44 pages. Please contact your rep for larger products.

Minimum total cost is \$800 with date flexibility

## BROADSHEET / TABLOID COLUMN WIDTHS AND SIZE RESTRICTIONS

Columns	Width in Inches	Columns	Width in Inches
1 col.	15/16 (0.975)	6 col.	6-1/4 (6.267)
2 col.	2- (2.034)	7 col.	7-5/16 (7.325)
3 col.	3-1/16 (3.092)	8 col.	8-3/8 (8.383)
4 col.	4-1/8 (4.150)	9 col.	9-7/16 (9.442)
5 col.	5-3/16 (5.208)	10 col.	10-1/2 (10.5)

Double Truck 21 cols. (22.0) inches

### MAXIMUM DEPTHS:

Broadsheet – 305 agate lines. (Advertisements exceeding 280 agate lines will be charged as 305 agate lines.)  
Double page with gutter - 6405 agate lines  
Tabloid – 147 agate lines  
Tabloid double page with gutter - 3087 agate lines

### MINIMUM and MAXIMUM PAGE REQUIREMENTS:

Ads must be a minimum of 1 column wide by 24 agate lines deep, then 2 x 20L, 3 x 30L, 4 x 40L and increments of 10 lines per column to 10 x 100L. Any advertisements taking up over 90% of column depth will be charged at 100% of column depth.

\*9 column ads will not be accepted in retail sections.

### Times Colonist FTP Site:

Host: ftp.timescolonist.com  
Username: general  
Password: incoming  
Default Directory: /General Incoming  
(Note: Case must be as shown)

We require a fax verification of all digital ads prior to ad insertion. Advertising fax 250-380-5253

### TERMS OF PAYMENT:

Contract rates are available to advertiser principals and their majority owned subsidiaries. Credit approval is required for contractual purposes. Where credit approval is given, invoicing will be rendered monthly and payable upon receipt, 1.5% per month (19.6% per annum) interest charge thereafter on overdue accounts. Terms are otherwise cash in advance.