

LETHBRIDGE
Herald
NEWS and much MORE!

2016 *RATE CARD*



Retail Rate Card Effective November 1, 2015



LETHBRIDGE Herald

Display Advertising

Earned Volume Contracts

Amount to be used at advertiser's discretion within one year. Display, pre-prints, and colour revenue are combined for dollar volume category. All rates are net value.

| 10 col. x 301 lines (Broadsheet) | Sun-Thurs. | Fri. or Sat. |
|----------------------------------|------------|--------------|
| Transient Rate | \$.185 | \$.195 |
| Local Casual Rate | \$.165 | \$.175 |
| \$2,500 | \$.126 | \$.136 |
| \$5,000 | \$.120 | \$.130 |
| \$10,000 | \$.117 | \$.127 |
| \$20,000 | \$.113 | \$.124 |
| \$25,000 | \$.110 | \$.121 |
| \$35,000 | \$.108 | \$.118 |
| \$50,000 | \$.106 | \$.116 |
| \$75,000 | \$.104 | \$.114 |
| \$100,000 | \$.102 | \$.112 |
| \$125,000 | \$.100 | \$.110 |
| \$150,000 | \$.98 | \$.108 |

Colour Advertising

| | Sun-Thurs. | Fri. or Sat. |
|-------------|------------|--------------|
| Spot colour | \$350 | \$409 |
| Full colour | \$610 | \$665 |

Banner Advertising

Front Page (Full Colour)

10 columns x 30 lines: Full colour

| | | |
|----------------|-------|-------|
| Casual | | \$877 |
| 13+ insertions | | \$699 |
| 26+ insertions | | \$649 |
| 52+ insertions | | \$599 |

Section Fronts

10 columns x 30 lines:

| | with colour when available | No colour |
|--------|----------------------------|-----------|
| Casual | | |
| 13+ | | |
| 26+ | | |

Special Classifications

| | Sun-Thurs. | Fri. or Sat. |
|----------------------------------------|------------|--------------|
| Church groups, | | |
| Service Clubs | \$.110 | \$.120 |
| Legal | \$.175 | \$.185 |
| Careers Includes SAJOBLINE for 21 days | | \$.198 |
| Careers Sat.-Wed. -Sat. | | \$.396 |

Premium Pricing

| | | |
|----------------------------------|-------|-----------------|
| Guaranteed Page (When Available) | | add 25% |
| Flexform ads | | add 25% |
| Double Trucks | | add 1 column |
| Gatefolds | | Call for Prices |

Free Standing Inserts

Free Standing Inserts, maximum size 11"x 11.5", minimum size 3.5" x 4.5" quantities are determined by advertising requirements.

MINIMUM CHARGE IS \$250.00

There are several options available to the advertiser: Herald Sales Representatives can custom tailor inserts by city zones. Prairie Post used in combination with the Herald for rural distribution. Frequency rates available upon request.

PRICE PER THOUSAND

| | 1-40 Page Tabs | Over 40 Pages |
|-------------|----------------|---------------|
| 1-6 times | \$.62.00/m | \$.75.00/m |
| 7-13 times | \$.56.00/m | \$.73.00/m |
| 14-26 times | \$.55.00/m | \$.69.00/m |
| 27-38 times | \$.54.00/m | \$.68.00/m |
| 39-51 times | \$.53.00/m | \$.67.00/m |

Agencies add 15%. Rural rates are \$75/m up to 80gms. \$1/m per gram over 80 gms. Zone maps for city and rural available on request.



Select TV is published every Friday in the Lethbridge Herald.

| Line Rate | 13 Weeks | 26 Weeks | 52 Weeks |
|-----------|----------|----------|----------|
| | \$1.10 | \$1.00 | \$0.90 |

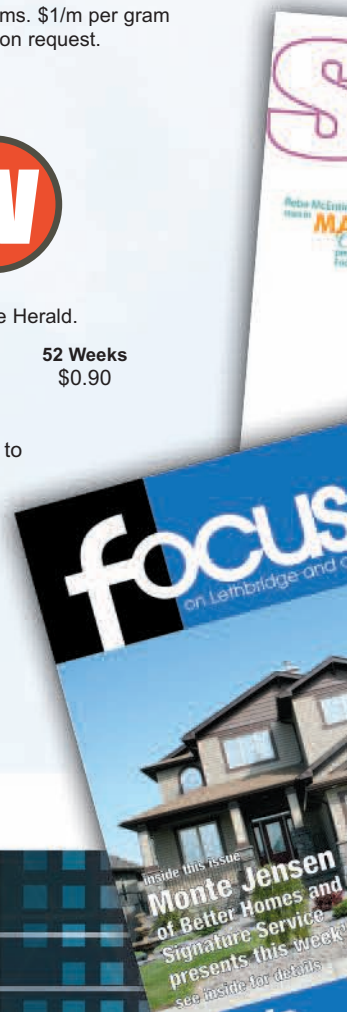
Full color : Add 20% of ad price (when available)

Space Deadline: Noon Thursday, eight days prior to the Friday publication date.

Classified Advertising

Classified display ads are sold at volume rate unless otherwise specified.

Classified word rates available on separate rate card or by calling 403-328-4433





Lethbridge Sun Times

Published every Wednesday and delivered to homes in Lethbridge. 6 col. x 220 lines.



Prairie Post West

Published every Friday and delivered to all homes outside Lethbridge. 6 col. x 220 lines.

Display Advertising

| | Sun Times or Prairie Post | Sun Times/Prairie Post Combo |
|--------------------|---------------------------|------------------------------|
| Transient..... | \$1.30 | \$2.00 |
| Casual..... | \$1.20 | \$1.80 |
| Over \$1,000..... | \$1.04 | \$1.56 |
| Over \$3,000..... | \$1.02 | \$1.53 |
| Over \$10,000..... | \$.99 | \$1.49 |
| Over \$20,000..... | \$.96 | \$1.44 |
| Over \$25,000..... | \$.92 | \$1.38 |
| Over \$30,000..... | \$.88 | \$1.32 |
| Over \$40,000..... | \$.84 | \$1.26 |
| Over \$50,000..... | \$.81 | \$1.22 |

* Combo advertising must run within the same week

Color Advertising

| | Sun Times or Prairie Post | Sun Times/Prairie Post Combo |
|------------------|---------------------------|------------------------------|
| Spot color..... | \$175 | \$263.00 |
| Full colors..... | \$385 | \$578.00 |

Rollover Advertising Discounts

Run an ad in The Lethbridge Herald, and repeat the same ad in the Sun Times and/or Prairie Post (West Edition) within the same week.

| | |
|----------------------------------------|--------|
| Sun Times or Prairie Post..... | \$.074 |
| Sun Times/Prairie Post West Combo..... | \$.109 |

Special Classifications

Local charitable, nonprofit organizations and churches:

| | |
|----------------------------------------|--------|
| Sun Times or Prairie Post..... | \$.097 |
| Sun Times/Prairie Post West Combo..... | \$.140 |

Banner Advertising

| | |
|-----------------------------------------|--------|
| Front Page (includes full color) | |
| Sun Times 6 x 30..... | \$.449 |
| Prairie Post (West Edition) 6 x 30..... | \$.449 |

Preprints

| | |
|-----------------|----------------|
| 0 to 80gms..... | \$.75/m |
| 81gm+..... | call for quote |

Sun Times/Prairie Post Classifieds (10 col.)

| | |
|-----------------------------------|---------|
| Sun Times or Prairie Post..... | \$.74 |
| Sun Times/Prairie Post Combo..... | \$ 1.11 |



Terms & Conditions

The terms and conditions which apply to all advertising, printed or distributed in the Lethbridge Herald are as follows:
 All copy and type arrangements subject to approval of the Publisher. No Contract accepted for a period longer than one year. Payment in full must accompany the insertion order unless a signed credit application has been approved by the publisher.

The publisher reserves the right to increase the rate stipulated herein at any time within 30 days notice in writing. The advertiser reserves the right to cancel the contract at any time upon which higher rates are made effective by the publisher. Should publications of this newspaper be restricted or curtailed in any way, the rate quoted herein and the amount of space contracted for, as well as the size, location or volume of advertisements shall be subject to revisions or regulation by the publisher at any time without notice. The publisher reserves the right to insert above or below any copy the word "advertisement". The Lethbridge Herald is not responsible for advertising material unless return delivery instructions are received within 30 days after use.

Omissions/Errors

The advertiser agrees that the publisher shall not be liable for damages arising out of errors in the advertisements beyond the actual amount paid for the space used by that portion of the advertisement containing the error, regardless of the onus of blame for such an error. Notice of error required before the second insertion. The publisher is not responsible for the correct publication of incorrect material unless orders are accompanied by copy or legible proofs for identification. Labor and material used in preparing advertisements which are not used will be charged at cost. All telephone orders and cancelations must be confirmed in writing. Liability not accepted for non-insertion of any advertisement. Contingental orders not accepted. An order not corresponding with the current rate card will be regarded as a clerical error and the advertising will be inserted at rate enforced. 2% service charge on all overdue accounts over 30 days.

Broadsheet Column Sizes

| | Picas | Inches |
|--------------|--------|--------|
| 1 column | 5.46 | .91" |
| 2 columns | 11.52 | 1.92" |
| 3 columns | 17.58 | 2.93" |
| 4 columns | 23.64 | 3.94" |
| 5 columns | 29.70 | 4.95" |
| 6 columns | 35.76 | 5.96" |
| 7 columns | 41.82 | 6.97" |
| 8 columns | 47.88 | 7.98" |
| 9 columns | 53.94 | 8.99" |
| 10 columns | 60.00 | 10" |
| Double Truck | 126.00 | 21" |

Tabloid Column Sizes (Sun Times Prairie Post West)

| | Picas | Inches |
|--------------|-------|---------|
| 1 column | 9.786 | 1.631" |
| 2 columns | 20.4 | 2.172" |
| 3 columns | 30.10 | 5.093" |
| 4 columns | 41.3 | 6.823" |
| 5 columns | 51.9 | 8.554" |
| 6 columns | 62.6 | 10.285" |
| Double Truck | 120 | 20" |

CREDIT

Before credit facilities are extended the advertiser must satisfy the Herald of ability to meet credit obligations. Accounts 30 days overdue from date of invoice will be assessed at 1 1/2% per month carrying charge, and no further advertising will be accepted until overdue balances are paid.

POSITION

All advertisements take run-of-paper position unless subject to surcharge for guaranteed position when available.

RIGHT TO CLASSIFY, REJECT OR DISCONTINUE

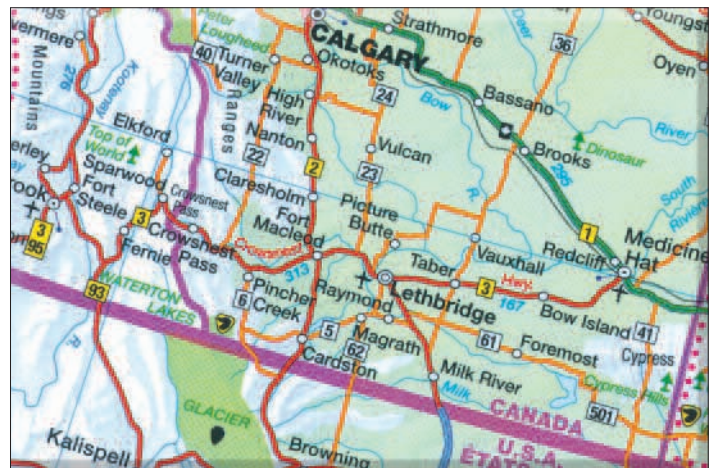
The Publisher reserves the right to edit, or reject any advertising copy, to omit, classify or discontinue any advertisement. ABILITY FOR ERRORS – the advertiser agrees that the Publisher shall not be liable for damages arising out of error in advertisements beyond the amount paid for in the space actually occupied by that position of the advertisement in which the error occurred, whether such error is due to the negligence of its servants or otherwise....and there shall be no liability for non-insertion of any advertisement beyond the amount paid for such advertisement.

COPYRIGHT

The copyright in any advertisement produced by the Lethbridge Herald for the advertiser shall be the property of the Lethbridge Herald and shall not be reproduced or published in whole or in part without the Lethbridge Herald's authority in writing.

IDENTIFICATION

The Publisher reserves the right to add the word "Advertisement" to any or all advertisements.



LETHBRIDGE Herald

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