

National Rates/09

BC Lower Mainland
and Vancouver Island



Rate Card Version #10
effective August 12 2009
expires February 28 2010

BC Lower Mainland

Lower Mainland publications	issue	format	audited		gross	gross colour rate		
			circulation	tmc	line rate	1	2	3
Abbotsford News <small>Tuesday and Saturday editions include Abbotsford and Mission</small>	Tues	tab	45,691	tmc	2.52	252	505	758
	Thur	tab	34,796	tmc	2.18	252	505	758
	Sat	tab	44,728	tmc	2.52	252	505	758
Agassiz - Harrison Observer	Thurs	tab	3,725	tmc	1.14	118	235	353
Aldergrove Star	Thurs	tab	10,830	tmc	1.13	176	353	529
Bowen Island Undercurrent	Fri	tab	1,200	paid	.95	106	212	317
Burnaby/New Westminster NewsLeader	Thur/Sat	tab	60,429	tmc	3.01	294	588	588
Chilliwack Progress	Tues/Fri	tab	29,505	tmc	2.12	116	233	441
Cloverdale Reporter	Friday	tab	21,500	tmc	1.33	206	412	559
Hope Standard	Thur	tab	1,966	paid	1.14	118	235	353
Langley Times	Wed/Fri	tab	39,296	tmc	2.34	294	412	529
Maple Ridge/Pitt Meadows News	Wed/Fri	tab	30,554	tmc	1.77	176	235	353
Mission Record	Thur	tab	10,638	tmc	1.61	88	176	353
North Shore Outlook (North and West Vancouver)	Thur	tab	57,892	tmc	2.03	235	470	588
Peace Arch News (White Rock)	Wed/Fri	tab	30,708	tmc	1.92	294	588	882
Richmond Review	Thur/Sat	tab	47,485	tmc	2.58	229	447	676
South Delta Leader	Fri	tab	15,903	tmc	1.29	176	353	529
Surrey/North Delta Leader	Wed/Fri	tab	88,866	tmc	3.43	353	706	1,059
Tri-City News (Coquitlam, Port Coquitlam, Port Moody)	Wed/Fri	tab	53,947	tmc	2.45	294	470	647
WE (Vancouver)	Thur	tab	57,754	tmc	3.27	347	694	1,041

BC Vancouver Island

Mid and North Island publications	issue	format	audited		gross	gross colour rate		
			circulation	tmc	line rate	1	2	3
North Island Midweek	Wed	tab	41,797	tmc	1.67	218	400	588
North Island Gazette	Thur	tab	2,219	paid	1.08	188	341	482
Campbell River Mirror	Wed/Fri	tab	15,919	tmc	1.46	188	371	553
Comox Valley Record	Wed/Fri	tab	21,888	tmc	1.60	218	429	612
Parksville Qualicum News	Tues/Fri	tab	15,966	tmc	1.49	188	376	553
Alberni Valley News	Fri	tab	12,100	tmc	1.31	188	376	553
Nanaimo News Bulletin	Tues/Thurs/Sat	tab	33,396	tmc	1.76	253	441	670
Ladysmith Chronicle	Tues	tab	2,487	paid	.86	188	341	488
Lake Cowichan Gazette	Wed	tab	903	paid	.78	124	247	371
Cowichan News Leader Pictorial (Duncan)	Wed	tab	22,250	tmc	1.64	218	429	647
	Fri	tab	23,380	tmc	1.64	218	429	647
Gulf Islands Driftwood	Wed	tab	4,156	paid	.92	176	353	529

South Island publications	issue	format	audited		gross	gross colour rate		
			circulation	tmc	line rate	1	2	3
Peninsula News Review	Wed/Fri	tab	14,698	tmc	1.84	235	471	706
Saanich News	Wed/Fri	tab	30,989	tmc	2.05	224	453	676
Oak Bay News	Wed/Fri	tab	6,582	tmc	1.59	188	376	559
Victoria News	Wed/Fri	tab	27,523	tmc	2.01	206	412	618
Goldstream News Gazette	Wed/Fri	tab	17,801	tmc	1.82	235	471	706
Victoria region - 5 paper combo - papers listed above	Wed/Fri	tab	97,593	tmc	4.20	471	924	1,388
Victoria region - 6 paper combo - including Sooke	Wed only	tab	103,046	tmc	4.74	647	1,024	1,529
Sooke News Mirror	Wed	tab	5,453	tmc	.88	212	424	641
Monday Magazine	Thurs	tab	40,000	tmc	2.44	194	365	535

Circulation quantities reflect the most recent Verified Circulation Reports available in September 2008
For targeting flyer distribution please refer to our detailed distribution booklets

COLUMN WIDTHS:

1 col	1-5/16"	8p0
2 col	2-13/16"	17p0
3 col	4-5/16"	26p0
4 col	5-13/16"	35p0
5 col	7-5/16"	44p0
6 col	8-13/16"	53p0
7 col	10-5/16"	62p0

TABLOID FORMAT:

7 columns x 14" (196 lines)
Linage per page: 1372
Ads exceeding 168 lines in depth will be billed at full depth.

GULF ISLANDS DRIFTWOOD:

7 columns x 16.5" (231 lines)
Linage per page: 1617
Ads exceeding 203 lines in depth will be billed at full depth.

FILE TRANSFER INSTRUCTIONS:

INTERNET ACCESS (preferred):
address: www.blackpress.ca
(access through Ad Control Login)
username: bcftp
password: bcftp

FTP ACCESS (alternative):
address: [ftp.bcnewsgroup.com](ftp://bcnewsgroup.com)
(ftp browser required)
username: adtransfer
password: shared

EMAIL: ads@blackpress.ca
Please include client name in subject line

SUPPORTED SOFTWARE:

InDesign CS2 or earlier
Adobe Photoshop CS2 or earlier
Adobe Illustrator CS2 or earlier
Adobe Acrobat 7.0 or earlier
IMAGE RESOLUTION: Photos as tiff, jpeg or psd supplied CMYK with resolution at 200ppi (at same size). 300 ppi for glossy products. Logos sent as Illustrator .ai or .eps preferred, CMYK format.
DIGITAL FILES: Supply pdfs as PDF/X1a with fonts embedded, colours converted to cmyk (must not contain RGB, LAB or Indexed colours). Black and white pdfs must have all files embedded as black and white.
INDESIGN: Package files with all links; photos, graphics and fonts. Ensure all colour files are CMYK format.
PHOTOSHOP: Send photos as tiff, jpeg or psd with resolution at 200 ppi at same size (300 ppi for glossy products). Ensure all images are CMYK.
COMPRESSION: Stuffit or Win-Zip. Set defaults to .sea (self-extracting documents).

BC Interior North

Interior North publications	issue	format	audited	gross	gross colour rate		
			circulation	line rate	1	2	3
100 Mile House Free Press	Wed	tab	3,227 paid	1.07	165	294	459
Cariboo Connector (100 Mile House)	Fri	tab	7,020 tmc	1.07	194	345	540
Burns Lake District News	Wed	tab	1,559 paid	1.16	147	235	382
Fort St. James Caledonia Courier	Wed	tab	768 paid	.95	135	271	406
Houston Today	Wed	tab	1,002 paid	1.06	147	235	382
Kitimat Northern Sentinel	Wed	tab	1,507 paid	1.01	147	353	529
Northern Connector <small>Covering Kitimat, Terrace, Prince Rupert and surrounding areas.</small>	Fri	tab	23,480 tmc	2.09	147	353	529
Prince George Free Press	Wed/Fri	tab	28,604 tmc	1.48	176	235	294
Prince Rupert Northern View	Wed	tab	9,100 tmc	.94	147	294	441
Quesnel Cariboo Observer	Wed	tab	3,050 paid	1.42	147	235	382
	Fri	tab	7,650 paid/emc	1.42	147	235	382
Smithers Interior News	Wed	tab	3,823 paid	1.34	147	235	382
Terrace Standard	Wed	tab	8,105 tmc	1.35	147	294	441
Vanderhoof Omineca Express	Wed	tab	1,279 paid	1.13	135	271	406
Stuart Nechako Advertiser (Vanderhoof)	Fri	tab	4,993 tmc	1.20	135	271	406
Williams Lake Tribune	Tues/Thurs	tab	3,545 paid	1.49	118	235	353
Williams Lake Weekender	Fri	tab	10,600 tmc	1.49	118	235	353

BC Interior South

Interior South publications	issue	format	audited	gross	gross colour rate		
			circulation	line rate	1	2	3
Ashcroft Cache Creek Journal	Tues	tab	1,472 paid	.93	147	235	382
Barriere North Thompson Journal	Mon	tab	886 paid	1.04	147	235	353
Castlegar News	Thurs	tab	7,000 tmc	.93	147	235	382
Clearwater North Thomson Times	Mon	tab	1,262 paid	1.04	147	235	353
Golden Star	Wed	tab	1,966 paid	.74	147	235	382
Invermere Valley Echo	Wed	tab	2,331 paid	.88	147	235	382
Kamloops This Week	Wed/Fri	tab	28,944 tmc	1.91	147	294	441
Kelowna Capital News	Wed/Fri/Sun	tab	52,59 tmc	2.35	253	371	465
Keremeos/Okanagan Falls Review	Thurs	tab	1,827 paid	.72	129	247	341
Kootenay News Advertiser	Mon/Fri	tab	29,676 tmc	1.78	188	329	447
Merritt Herald	Wed	tab	1,302 paid	.89	147	235	382
Merritt Herald Weekender	Fri	tab	4,660 tmc	.89	147	235	382
Nakusp Arrow Lakes News	Wed	tab	1,097 paid	.85	147	235	382
Nelson Star	Thurs	tab	8,500 tmc	.93	147	235	353
Penticton Western News	Wed/Fri	tab	23,629 tmc	1.32	159	265	365
Princeton Similkameen Spotlight	Wed	tab	1,267 paid	.76	118	235	353
Revelstoke Times Review	Wed	tab	1,993 paid	.88	147	235	382
Salmon Arm Lakeshore News	Fri	tab	15,500 tmc	1.26	140	275	275
Salmon Arm Observer	Wed	tab	3,626 paid	1.32	118	224	288
Shuswap Market News	Fri	tab	14,506 tmc	1.32	118	224	288
Sicamous Eagle Valley News	Wed	tab	847 paid	.84	147	235	382
Summerland Review	Thurs	tab	2,231 paid	.85	105	210	315
Thompson Okanagan (regional buy) <small>Includes Kamloops, Kelowna, Penticton, Salmon Arm and Vernon</small>	Wed/Fri/Sun	tab	152,908 tmc	6.41	590	1,075	1,435
Trail Rosland News	Thurs	tab	9,000 tmc	1.25	141	223	276
Vernon Morning Star	Wed/Fri/Sun	tab	33,270 tmc	1.80	124	247	371
Winfield Lake Country Calendar	Wed	tab	4,500 paid/tmc	.95	153	229	341

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Position Charges: Guaranteed positions will be charged an extra 25%. All guaranteed paid positions are subject to confirmation and deadline. **Charitable Rates:** The discount for charitable, non-profit organizations is 25%. Charitable non-profit registration number is required. **Rates:** To qualify for a discounted contract rate, the advertiser must complete and sign an advertising agreement. **Political Advertising:** All political campaign advertising is sold at open rate and must be pre-paid. **Invoice:** Until you have established credit with our accounting department, pre-payment for all advertising is required. For established customers payment in full is required within 30 days of the invoice date. The GST will be calculated at time of billing. The advertiser agrees to pay interest on overdue accounts at a rate of 2% (24% per annum). **Adjustment of Rates:** The Publisher reserves the right to revise any rates stipulated herein at any time upon 30 days notice to the advertiser, reserving to the advertiser the right to cancel their contract on the date the new rates become effective. **Electronic Tear sheets:** Tear sheets are available as high resolution pdf files at: <http://eareadsheets.bcnnews.com>. **Identification of Advertiser:** All display advertising must carry a "signature" of the party inserting same. **Material:** Please upload all electronic ad material to [www.blackpress.ca](http://blackpress.ca), contact your account manager for user name, password and instructions. Or you may email to ads@blackpress.ca. **Deadlines:** Allow 4 working days prior to publication date for reserving space and 3 working days prior to publication date for shipping of ad material. Any ads which require typesetting must be submitted at time of space reservation. Allow one additional day on weeks with statutory holidays. Some of the smaller markets have much earlier deadlines due to travel time to and from the press centres. For more accurate deadlines, please contact your account manager. **Cancellations:** Display advertisements cancelled after deadlines may be subject to charge. The Publisher reserves the right to cancel credit privileges for outstanding unpaid accounts. **Revisions:** The Publisher reserves the right to charge the advertiser for any revisions to original copy, layout, artwork, photographs, or any other elements of the advertisement that were not included in the original instructions. **Omission and Error:** The Publisher does not guarantee the insertion of any particular advertisement on a specified date, or at all, although every effort will be made to meet the wishes of the advertisers; further, the Publisher does not accept liability for any loss or damage caused by an error or inaccuracy in the printing of an advertisement in which the error occurred. The newspaper cannot be responsible for errors after the first day of publication of any advertisement. Notice of errors must be called to the attention of the appropriate advertising department immediately. The Publisher does not accept liability for loss or damage to flyers (inserts) caused by fire, theft, vandalism or act of God beyond the cost which may have been incurred in the production and printing of the specific flyers involved.