

### BC Lower Mainland

Lower Mainland publications	issue	format	audited circulation	net rate		net colour rate		
				line	inch	1	2	3
<b>Abbotsford News</b> <small>Tuesday and Saturday editions include Abbotsford and Mission</small>	Tues	tab	45,691 tmc	<b>2.14</b>	<b>29.96</b>	215	430	645
	Thur	tab	34,796 tmc	<b>1.85</b>	<b>25.90</b>	215	430	645
	Sat	tab	45,728 tmc	<b>2.14</b>	<b>29.96</b>	215	430	645
<b>Agassiz - Harrison Observer</b>	Thurs	tab	3,725 tmc	<b>.97</b>	<b>13.58</b>	100	200	300
<b>Aldergrove Star</b>	Thurs	tab	10,830 tmc	<b>.96</b>	<b>13.44</b>	150	300	450
<b>Bowen Island Undercurrent</b>	Fri	tab	1,200 paid	<b>.81</b>	<b>11.34</b>	90	180	270
<b>Burnaby/New Westminster NewsLeader</b>	Thur/Sat	tab	60,429 tmc	<b>2.56</b>	<b>35.84</b>	250	500	500
<b>Chilliwack Progress</b>	Tues/Fri	tab	29,505 tmc	<b>1.80</b>	<b>25.20</b>	99	198	375
<b>Cloverdale Reporter</b>	Friday	tab	21,500 tmc	<b>1.13</b>	<b>15.82</b>	175	350	475
<b>Hope Standard</b>	Thur	tab	1,966 paid	<b>.97</b>	<b>13.58</b>	100	200	300
<b>Langley Times</b>	Wed/Fri	tab	39,296 tmc	<b>1.99</b>	<b>27.86</b>	250	350	450
<b>Maple Ridge/Pitt Meadows News</b>	Wed/Fri	tab	30,554 tmc	<b>1.50</b>	<b>21.00</b>	150	200	300
<b>Mission Record</b>	Thur	tab	10,638 tmc	<b>1.37</b>	<b>19.18</b>	75	150	300
<b>North Shore Outlook</b> (North and West Vancouver)	Thur	tab	57,892 tmc	<b>1.72</b>	<b>24.08</b>	200	400	500
<b>Peace Arch News</b> (White Rock)	Wed/Fri	tab	30,708 tmc	<b>1.63</b>	<b>22.82</b>	250	500	750
<b>Richmond Review</b>	Thur/Sat	tab	47,485 tmc	<b>2.19</b>	<b>30.66</b>	195	380	575
<b>South Delta Leader</b>	Fri	tab	15,903 tmc	<b>1.10</b>	<b>15.40</b>	150	300	450
<b>Surrey/North Delta Leader</b>	Wed/Fri	tab	88,866 tmc	<b>2.92</b>	<b>40.88</b>	300	600	900
<b>Tri-City News</b> (Coquitlam, Port Coquitlam, Port Moody)	Wed/Fri	tab	53,947 tmc	<b>2.08</b>	<b>29.12</b>	250	400	550
<b>WE</b> (Vancouver)	Thur	tab	57,754 tmc	<b>2.78</b>	<b>38.92</b>	295	590	885

### BC Vancouver Island

Mid and North Island publications	issue	format	audited circulation	net rate		net colour rate		
				line	inch	1	2	3
<b>North Island Midweek</b>	Wed	tab	41,797 tmc	<b>1.42</b>	<b>19.88</b>	185	340	500
<b>North Island Gazette</b>	Thur	tab	2,219 paid	<b>.92</b>	<b>12.88</b>	160	290	410
<b>Campbell River Mirror</b>	Wed/Fri	tab	15,919 tmc	<b>1.24</b>	<b>17.36</b>	160	315	470
<b>Comox Valley Record</b>	Wed/Fri	tab	21,888 tmc	<b>1.36</b>	<b>19.04</b>	185	365	520
<b>Parksville Qualicum News</b>	Tues/Fri	tab	15,966 tmc	<b>1.27</b>	<b>17.78</b>	160	320	470
<b>Alberni Valley News</b>	Fri	tab	12,100 tmc	<b>1.11</b>	<b>15.54</b>	160	320	470
<b>Nanaimo News Bulletin</b>	Tues/Thurs/Sat	tab	33,396 tmc	<b>1.50</b>	<b>21.00</b>	215	375	570
<b>Ladysmith Chronicle</b>	Tues	tab	2,487 paid	<b>.73</b>	<b>10.22</b>	160	290	415
<b>Lake Cowichan Gazette</b>	Wed	tab	903 paid	<b>.66</b>	<b>9.24</b>	105	210	315
<b>Cowichan News Leader Pictorial</b> (Duncan)	Wed	tab	22,250 tmc	<b>1.39</b>	<b>19.46</b>	185	365	550
	Fri	tab	23,380 tmc	<b>1.39</b>	<b>19.46</b>	185	365	550
<b>Gulf Islands Driftwood</b>	Wed	tab	4,156 paid	<b>.78</b>	<b>10.92</b>	150	300	450

  

South Island publications	issue	format	audited circulation	net rate		net colour rate		
				line	inch	1	2	3
<b>Peninsula News Review</b>	Wed/Fri	tab	14,698 tmc	<b>1.56</b>	<b>21.84</b>	200	400	600
<b>Saanich News</b>	Wed/Fri	tab	30,989 tmc	<b>1.74</b>	<b>24.36</b>	190	385	575
<b>Oak Bay News</b>	Wed/Fri	tab	6,582 tmc	<b>1.35</b>	<b>18.90</b>	160	320	475
<b>Victoria News</b>	Wed/Fri	tab	27,523 tmc	<b>1.71</b>	<b>23.94</b>	175	350	525
<b>Goldstream News Gazette</b>	Wed/Fri	tab	17,801 tmc	<b>1.55</b>	<b>21.70</b>	200	400	600
<b>Victoria region - 5 paper combo</b> - papers listed above	Wed/Fri	tab	97,593 tmc	<b>3.57</b>	<b>49.98</b>	400	785	1,180
<b>Victoria region - 6 paper combo</b> - including Sooke	Wed only	tab	103,046 tmc	<b>4.03</b>	<b>56.42</b>	550	870	1,300
<b>Sooke News Mirror</b>	Wed	tab	5,453 tmc	<b>.75</b>	<b>10.50</b>	180	360	545
<b>Monday Magazine</b>	Thurs	tab	40,000 tmc	<b>2.07</b>	<b>28.98</b>	165	310	455

Circulation quantities reflect the most recent Verified Circulation Reports available in September 2008  
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#### 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](http://www.blackpress.ca)  
 (access through Ad Control Login)  
 username: bcftp  
 password: bcftp

**FTP ACCESS** (alternative):  
 address: <ftp://ftp.bcnewsgroup.com>  
 (ftp browser required)  
 username: adtransfer  
 password: shared

**EMAIL:** [ads@blackpress.ca](mailto: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).

# Retail Rates/09

BC Interior North and South



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

## BC Interior North

Interior North publications	issue	format	audited circulation		net rate		net colour rate		
					line	inch	1	2	3
100 Mile House Free Press	Wed	tab	3,227	paid	.91	12.74	140	250	390
Cariboo Connector (100 Mile House)	Fri	tab	7,020	tmc	.91	12.74	165	294	459
Burns Lake District News	Wed	tab	1,559	paid	.99	13.86	125	200	325
Fort St. James Caledonia Courier	Wed	tab	768	paid	.81	11.34	115	230	345
Houston Today	Wed	tab	1,002	paid	.90	12.60	125	200	325
Kitimat Northern Sentinel	Wed	tab	1,507	paid	.86	12.04	125	300	450
Northern Connector <small>Covering Kitimat, Terrace, Prince Rupert and surrounding areas.</small>	Fri	tab	23,480	tmc	1.78	24.92	125	300	450
Prince George Free Press	Wed/Fri	tab	28,604	tmc	1.26	17.64	150	200	250
Prince Rupert Northern View	Wed	tab	9,100	tmc	.80	11.20	125	250	375
Quesnel Cariboo Observer	Wed	tab	3,050	paid	1.21	16.94	125	200	325
	Fri	tab	7,650	paid/emc	1.21	16.94	125	200	325
Smithers Interior News	Wed	tab	3,823	paid	1.14	15.96	125	200	325
Terrace Standard	Wed	tab	8,105	tmc	1.15	16.10	125	250	375
Vanderhoof Omineca Express	Wed	tab	1,279	paid	.96	13.44	115	230	345
Stuart Nechako Advertiser (Vanderhoof)	Fri	tab	4,993	tmc	1.02	14.28	115	230	345
Williams Lake Tribune	Tues/Thurs	tab	3,545	paid	1.27	17.78	100	200	300
Williams Lake Weekender	Fri	tab	10,600	tmc	1.27	17.78	100	200	300

## BC Interior South

Interior South publications	issue	format	audited circulation		net rate		net colour rate		
					line	inch	1	2	3
Ashcroft Cache Creek Journal	Tues	tab	1,472	paid	.79	11.06	125	200	325
Barriere North Thompson Journal	Mon	tab	886	paid	.88	12.32	125	200	300
Castlegar News	Thurs	tab	7,000	tmc	.79	11.06	125	200	325
Clearwater North Thomson Times	Mon	tab	1,262	paid	.88	12.32	125	200	300
Golden Star	Wed	tab	1,966	paid	.63	8.82	125	200	325
Invermere Valley Echo	Wed	tab	2,331	paid	.75	10.50	125	200	325
Kamloops This Week	Wed/Fri	tab	28,944	tmc	1.62	22.68	125	250	375
Kelowna Capital News	Wed/Fri/Sun	tab	52,559	tmc	2.00	28.00	215	315	395
Keremeos/Okanagan Falls Review	Thurs	tab	1,827	paid	.61	8.54	110	210	290
Kootenay News Advertiser	Mon/Fri	tab	29,676	tmc	1.51	21.14	160	280	380
Merritt Herald	Wed	tab	1,302	paid	.76	10.64	125	200	325
Merritt Herald Weekender	Fri	tab	4,660	tmc	.76	10.64	125	200	325
Nakusp Arrow Lakes News	Wed	tab	1,097	paid	.72	10.08	125	200	325
Nelson Star	Thurs	tab	8,500	tmc	.79	11.06	125	200	325
Penticton Western News	Wed/Fri	tab	23,629	tmc	1.12	15.68	135	225	310
Princeton Similkameen Spotlight	Wed	tab	1,267	paid	.65	9.10	100	200	300
Revelstoke Times Review	Wed	tab	1,993	paid	.75	10.50	125	200	325
Salmon Arm Lakeshore News	Fri	tab	15,500	tmc	1.07	14.98	120	235	235
Salmon Arm Observer	Wed	tab	3,626	paid	1.12	15.68	100	190	245
Shuswap Market News	Fri	tab	14,506	tmc	1.12	15.68	100	190	245
Sicamous Eagle Valley News	Wed	tab	847	paid	.71	9.94	125	200	325
Summerland Review	Thurs	tab	2,231	paid	.72	10.08	90	180	270
Thompson Okanagan (regional buy) <small>Includes Kamloops, Kelowna, Penticton, Salmon Arm and Vernon</small>	Wed/Fri/Sun	tab	152,908	tmc	5.45	76.30	500	915	1,220
Trail Rossland News	Thurs	tab	9,000	tmc	1.06	14.84	120	190	235
Vernon Morning Star	Wed/Fri/Sun	tab	33,270	tmc	1.53	21.42	105	210	315
Winfield Lake Country Calendar	Wed	tab	4,500	paid/tmc	.81	11.34	130	195	290

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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. **Invoicing:** Until you have established credit with our accounting department, pre-payment 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. **Electronic Tear Sheets:** Tear sheets are available as high resolution pdf files at: <http://tearsheets.bcnnewsgrp.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://www.blackpress.ca), contact your account manager for user name, password and instructions. Or you may email to [ads@blackpress.ca](mailto:ads@blackpress.ca). **Material 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 advertiser; 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.