

2012 The Shoreline Journal RATE CARD

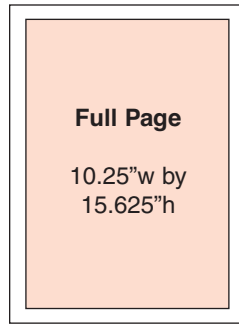
The Shoreline Journal

Box 41, Bass River, NS B0M 2B0
 Tel: (902) 647-2968 Cell: (902) 890-9850
 Fax: (902) 647-2194

Email: maurice@theshorelinejournal.com
 www.theshorelinejournal.com

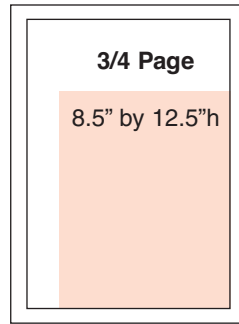
- 1. Publication information.** Published by 19th Century Reflections. The Shoreline Journal is a monthly tabloid. Subscriptions: See front page.
- 2. Circulation.** The Shoreline Journal serves the area from Belmont/Debert, Wentworth/Londonderry, Onslow to Parrsboro, Port Greville and Advocate, and to paid subscribers by Canada Post. Also available on select newsstands in the local area.
- 3. Editorial Deadlines.** Submissions are due by the 20th of the month.
- 4. Closing Dates.** See chart below
- 5. Mechanical.** The Shoreline Journal is an offset tabloid. Image area is 10-1/4" x 15-5/8". Column width is 1.5" with 6 columns per page. Line Screens. B&W 100, Colour 100 lines per inch. Ask for complete mechanical specs.
- 6. Position.** Guaranteed position charge. Extra 10% on space. Special effects extra.
- 7. Centerspread.** Extra 10%.
- 8. Commission and Discounts.** All pricing is net. Accredited agencies add commission to the invoice.
- 9. Colour.** Spot Colour, add \$100. Process Colour, add \$375.
- 10. Inserts/Special Features.** On request.
- 11. Photos.** 4 x 6 B&W or Colour prints. Digital photos in jpg format.
- 12. Advertorial sections.** Ask your Account Representative.
- 13. Contract Rates Discount.**

CONTRACT FREQUENCY	DISCOUNT
3x	.5%
6x	.10%
9x	.15%
12x	.25%
- 14. Base Line Rate.** \$0.70/agate line NET.



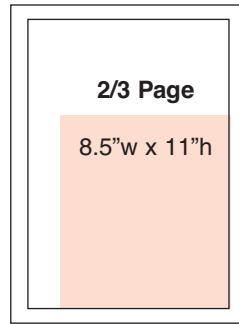
Full Page
 10.25" w by
 15.625" h

\$924.00
 Full Page



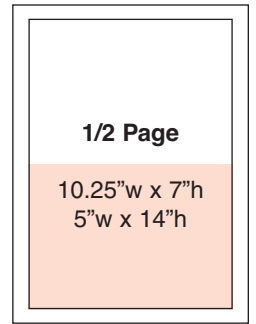
3/4 Page
 8.5" by 12.5" h

\$612.50
 3/4 Page



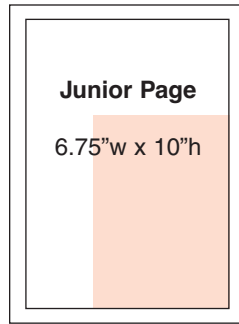
2/3 Page
 8.5" w x 11" h

\$539.00
 2/3 Page



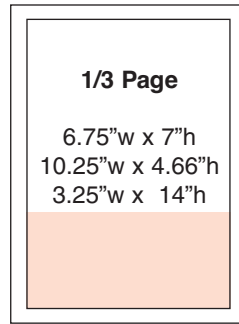
1/2 Page
 10.25" w x 7" h
 5" w x 14" h

\$411.60
 1/2 Page



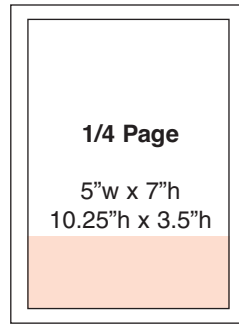
Junior Page
 6.75" w x 10" h

\$392.00
 Junior Page



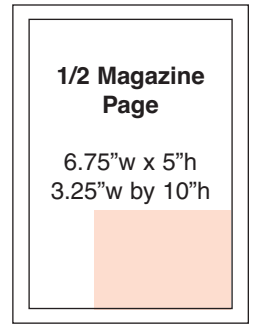
1/3 Page
 6.75" w x 7" h
 10.25" w x 4.66" h
 3.25" w x 14" h

\$274.40
 1/3 Page



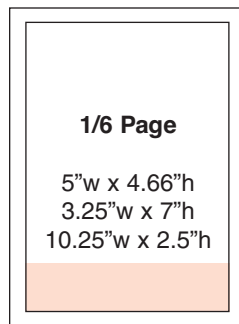
1/4 Page
 5" w x 7" h
 10.25" h x 3.5" h

\$205.80
 1/4 Page



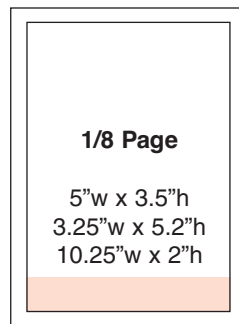
1/2 Magazine Page
 6.75" w x 5" h
 3.25" w by 10" h

\$190.40
 1/2 Page



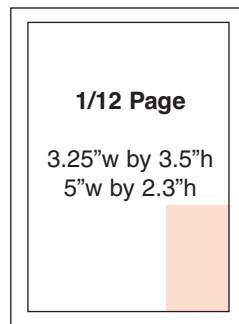
1/6 Page
 5" w x 4.66" h
 3.25" w x 7" h
 10.25" w x 2.5" h

\$147.00
 1/6 Page



1/8 Page
 5" w x 3.5" h
 3.25" w x 5.2" h
 10.25" w x 2" h

\$102.90
 1/8 Page



1/12 Page
 3.25" w by 3.5" h
 5" w by 2.3" h

\$68.60
 1/12 Page



Corporate Profile Page

\$945.00
 Corporate Profile

The Shoreline Journal

Box 41, Bass River, NS B0M 2B0 Tel: (902) 647-2968 Cell: 890-9850 Fax: 647-2194
 Email: maurice@theshorelinejournal.com www.theshorelinejournal.com

SALES ASSOCIATES:

John MacLean

Ph: 902-893-3466

jmaclean@eastlink.ca

PARRSBORO AREA:

Debbie Yorke

Box 277, Parrsboro, B0M 1S0

Ph: 902-254-2892

gateway2home@yahoo.com

ISSUE	DEADLINE	PUBLISHED	ISSUE	DEADLINE	PUBLISHED
December 2011	November 22	November 30	July 2012	June 19	June 27
January 2012	December 13	December 21	August 2012	July 17	July 25
February 2012	January 17	January 25	September 2012	August 21	August 29
March 2012	February 21	February 29	October 2012	September 18	September 26
April 2012	March 20	March 28	November 2012	October 23	October 31
May 2012	April 17	April 25	December 2012	November 20	November 28
June 2012	May 22	May 30	January 2013	December 11	December 19