

# 2022 The Shoreline Journal RATE CARD

## The Shoreline Journal

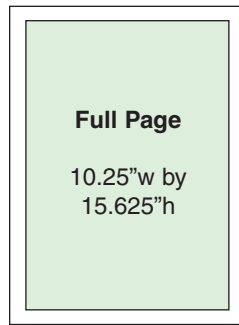
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- Publication information.** Published by 19th Century Reflections. The Shoreline Journal is a monthly tabloid. Subscriptions: See front page.
- Circulation.** The Shoreline Journal serves the area from Belmont/Debert, Wentworth/Londonderry, Onslow to Parrsboro, Port Greville and Advocate, and to paid subscribers by Canada Post. Also available on select newsstands in the local area.
- Editorial Deadlines.** Submissions are due by the 20th of the month.
- Closing Dates.** See chart below
- 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.
- Position.** Guaranteed position charge. Extra 10% on space. Special effects extra.
- Centerspread.** Extra 10%.
- Commission and Discounts.** All pricing is net. Accredited agencies add commission to the invoice.
- Colour.** Spot Colour, add \$100. Process Colour, add \$375.
- Inserts/Special Features.** On request.
- Photos.** 4 x 6 B&W or Colour prints. Digital photos in jpg format.
- Advertorial sections.** Ask your Account Representative.
- Contract Rates Discount.**

CONTRACT FREQUENCY	DISCOUNT
3x	5%
6x	10%
9x	15%
12x	25%

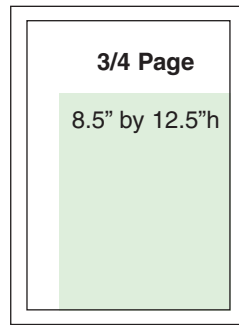
- Base Line Rate.** \$0.70/agate line NET.



**Full Page**

10.25" w by  
15.625" h

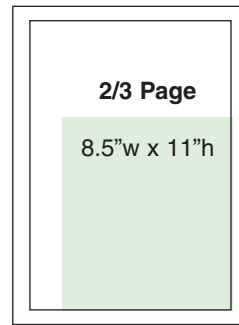
**\$924.00**  
Full Page



**3/4 Page**

8.5" w by 12.5" h

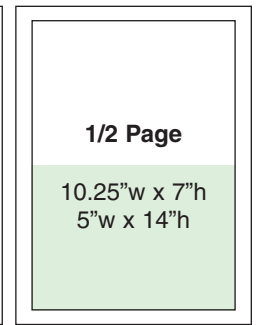
**\$612.50**  
3/4 Page



**2/3 Page**

8.5" w x 11" h

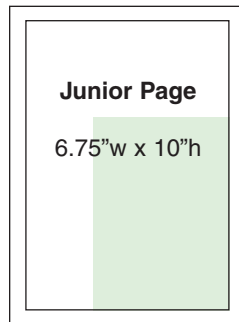
**\$539.00**  
2/3 Page



**1/2 Page**

10.25" w x 7" h  
5" w x 14" h

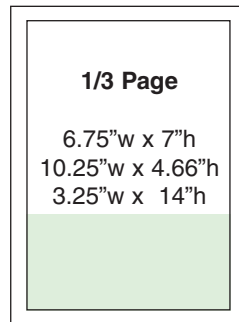
**\$411.60**  
1/2 Page



**Junior Page**

6.75" w x 10" h

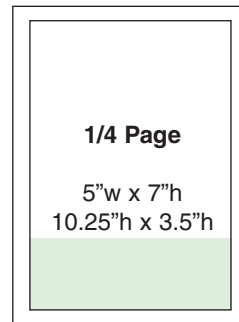
**\$392.00**  
Junior Page



**1/3 Page**

6.75" w x 7" h  
10.25" w x 4.66" h  
3.25" w x 14" h

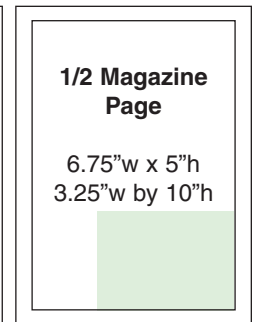
**\$274.40**  
1/3 Page



**1/4 Page**

5" w x 7" h  
10.25" h x 3.5" h

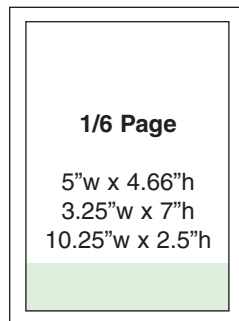
**\$205.80**  
1/4 Page



**1/2 Magazine Page**

6.75" w x 5" h  
3.25" w by 10" h

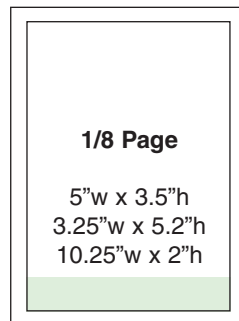
**\$196.00**  
1/2 Page



**1/6 Page**

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10.25" w x 2.5" h

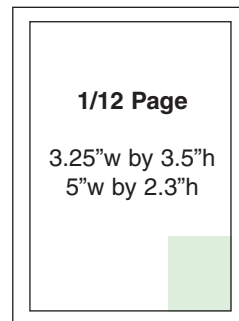
**\$147.00**  
1/6 Page



**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



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ISSUE	DEADLINE	PUBLISHED	ISSUE	DEADLINE	PUBLISHED
Dec 2021	Nov 16, 2021	Nov 24, 2021	Jul 2022	Jun 21, 2022	Jun 29, 2022
Jan 2022	Dec 14, 2021	Dec 22, 2021	Aug 2022	Jul 19, 2022	Jul 27, 2022
Feb 2022	Jan 26, 2021	Feb 2, 2022	Sep 2022	Aug 23, 2022	Aug 31, 2022
Mar 2022	Feb 22, 2022	Mar 2, 2022	Oct 2022	Sep 20, 2022	Sep 28, 2022
Apr 2022	Mar 22, 2022	Mar 30, 2022	Nov 2022	Oct 18, 2022	Oct 26, 2022
May 2022	Apr 19, 2022	Apr 27, 2022	Dec 2022	Nov 22, 2022	Nov 30, 2022
Jun 2022	May 22, 2022	Jun 1, 2022	Jan 2023	Dec 13, 2022	Dec 21, 2022