

2017 The Shoreline Journal RATE CARD

The Shoreline Journal

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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.

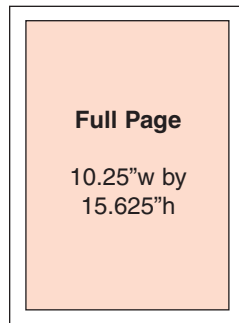
11. **Photos.** 4 x 6 B&W or Colour prints. Digital photos in jpg format.

12. **Advertorial sections.** Ask your Account Representative.

13. **Contract Rates Discount.**

CONTRACT FREQUENCY	DISCOUNT
3x5%
6x10%
9x15%
12x25%

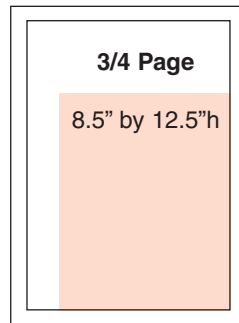
14. **Base Line Rate.** \$0.70/agate line NET.



Full Page

10.25" w by
15.625" h

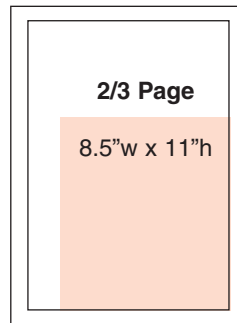
\$924.00
Full Page



3/4 Page

8.5" by 12.5" h

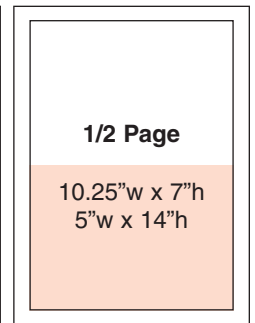
\$612.50
3/4 Page



2/3 Page

8.5" w x 11" h

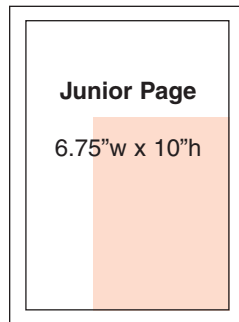
\$539.00
2/3 Page



1/2 Page

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5" w x 14" h

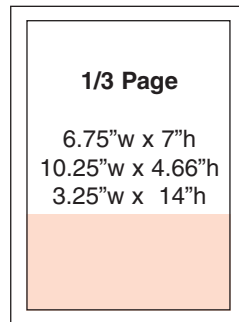
\$411.60
1/2 Page



Junior Page

6.75" w x 10" h

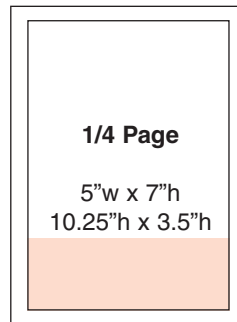
\$392.00
Junior Page



1/3 Page

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

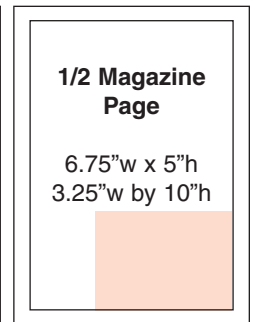
\$274.40
1/3 Page



1/4 Page

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10.25" h x 3.5" h

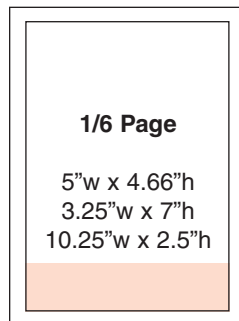
\$205.80
1/4 Page



1/2 Magazine Page

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3.25" w by 10" h

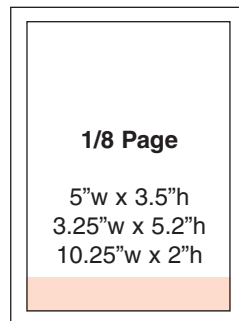
\$196.00
1/2 Page



1/6 Page

5" w x 4.66" h
3.25" w x 7" h
10.25" w x 2.5" h

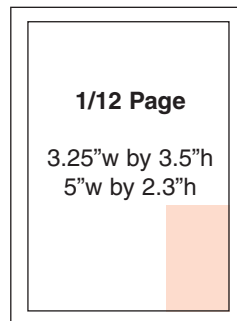
\$147.00
1/6 Page



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



<http://www.facebook.com/theshorelinejournal>

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ISSUE	DEADLINE	PUBLISHED	ISSUE	DEADLINE	PUBLISHED
January 2017	Dec 12, 2016	Dec 20, 2016	August 2017	Jul 18, 2017	Jul 26, 2017
February 2017	Jan 24, 2017	Feb 1, 2017	September 2017	Aug 22, 2017	Aug 30, 2017
March 2017	Feb 21, 2017	Mar 1, 2017	October 2017	Sep 19, 2017	Sep 27, 2017
April 2017	Mar 21, 2017	Mar 29, 2017	November 2017	Oct 24, 2017	Nov 1, 2017
May 2017	Apr 18, 2017	Apr 26, 2017	December 2017	Nov 21, 2017	Nov 29, 2017
June 2017	May 23, 2017	May 31, 2017	January 2018	Dec 11, 2017	Dec 20, 2017
July 2017	Jun 20, 2017	Jun 28, 2017			