

# 2018 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.

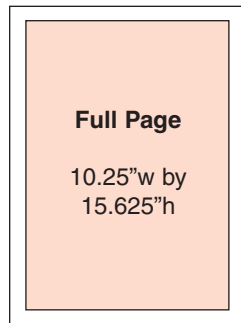
11. **Photos.** 4 x 6 B&W or Colour prints. Digital photos in jpg format.

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

13. **Contract Rates Discount.**

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

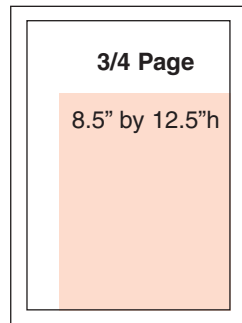
14. **Base Line Rate.** \$0.70/agate line NET.



**Full Page**

10.25" w by  
15.625" h

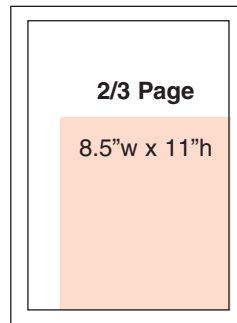
**\$924.00**  
Full Page



**3/4 Page**

8.5" by 12.5" h

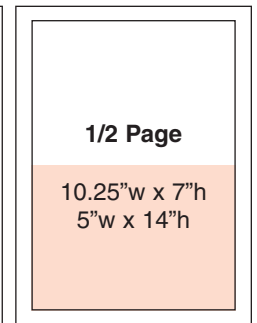
**\$612.50**  
3/4 Page



**2/3 Page**

8.5" w x 11" h

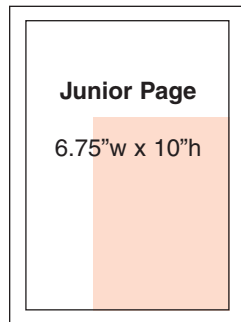
**\$539.00**  
2/3 Page



**1/2 Page**

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

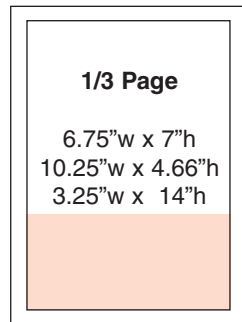
**\$411.60**  
1/2 Page



**Junior Page**

6.75" w x 10" h

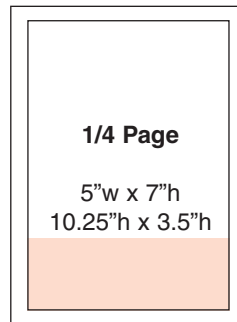
**\$392.00**  
Junior Page



**1/3 Page**

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

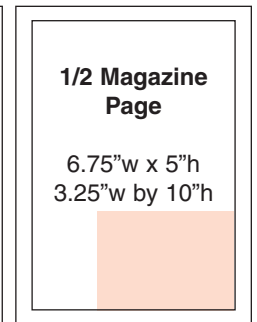
**\$274.40**  
1/3 Page



**1/4 Page**

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

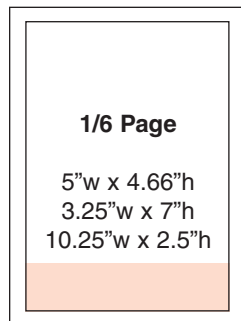
**\$205.80**  
1/4 Page



**1/2 Magazine Page**

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

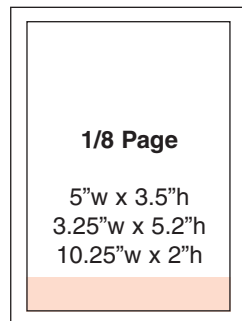
**\$196.00**  
1/2 Page



**1/6 Page**

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

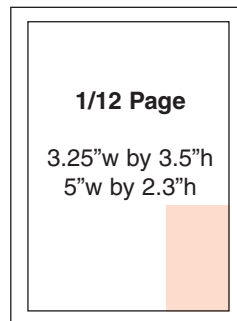
**\$147.00**  
1/6 Page



**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 2018	Dec 12, 2017	Dec 20, 2017	August 2018	Jul 17, 2018	Jul 25, 2018
February 2018	Jan 23, 2018	Jan 31, 2018	September 2018	Aug 21, 2018	Aug 29, 2018
March 2018	Feb 20, 2018	Feb 28, 2018	October 2018	Sep 18, 2018	Sep 26, 2018
April 2018	Mar 20, 2018	Mar 28, 2018	November 2018	Oct 23, 2018	Oct 31, 2018
May 2018	Apr 17, 2018	Apr 25, 2018	December 2018	Nov 20, 2018	Nov 28, 2018
June 2018	May 22, 2018	May 30, 2018	January 2019	Dec 11, 2018	Dec 19, 2018
July 2018	Jun 19, 2018	Jun 27, 2018	February 2019	Jan 22, 2019	Jan 30, 2019