

# 2019 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.

### 13. Contract Rates Discount.

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

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

<p><b>Full Page</b></p> <p>10.25" w by 15.625" h</p> <p><b>\$924.00</b> Full Page</p>	<p><b>3/4 Page</b></p> <p>8.5" by 12.5" h</p> <p><b>\$612.50</b> 3/4 Page</p>	<p><b>2/3 Page</b></p> <p>8.5" w x 11" h</p> <p><b>\$539.00</b> 2/3 Page</p>	<p><b>1/2 Page</b></p> <p>10.25" w x 7" h 5" w x 14" h</p> <p><b>\$411.60</b> 1/2 Page</p>
<p><b>Junior Page</b></p> <p>6.75" w x 10" h</p> <p><b>\$392.00</b> Junior Page</p>	<p><b>1/3 Page</b></p> <p>6.75" w x 7" h 10.25" w x 4.66" h 3.25" w x 14" h</p> <p><b>\$274.40</b> 1/3 Page</p>	<p><b>1/4 Page</b></p> <p>5" w x 7" h 10.25" h x 3.5" h</p> <p><b>\$205.80</b> 1/4 Page</p>	<p><b>1/2 Magazine Page</b></p> <p>6.75" w x 5" h 3.25" w by 10" h</p> <p><b>\$196.00</b> 1/2 Page</p>
<p><b>1/6 Page</b></p> <p>5" w x 4.66" h 3.25" w x 7" h 10.25" w x 2.5" h</p> <p><b>\$147.00</b> 1/6 Page</p>	<p><b>1/8 Page</b></p> <p>5" w x 3.5" h 3.25" w x 5.2" h 10.25" w x 2" h</p> <p><b>\$102.90</b> 1/8 Page</p>	<p><b>1/12 Page</b></p> <p>3.25" w by 3.5" h 5" w by 2.3" h</p> <p><b>\$68.60</b> 1/12 Page</p>	<p><b>Corporate Profile Page</b></p> <p><b>\$945.00</b> Corporate Profile</p>

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ISSUE	DEADLINE	PUBLISHED	ISSUE	DEADLINE	PUBLISHED
January, 2019	Dec 11, 2018	Dec 19, 2018	August, 2019	Jul 23, 2019	Jul 31, 2019
February, 2019	Jan 23, 2019	Jan 31, 2019	September, 2019	Aug 20, 2019	Aug 28, 2019
March, 2019	Feb 19, 2019	Feb 27, 2019	October, 2019	Sep 17, 2019	Sep 25, 2019
April, 2019	Mar 19, 2019	Mar 27, 2019	November, 2019	Oct 22, 2019	Oct 30, 2019
May, 2019	Apr 23, 2019	May 1, 2019	December, 2019	Nov 19, 2019	Nov 27, 2019
June, 2019	May 21, 2019	May 29, 2019	January, 2020	Dec 10, 2019	Dec 18, 2019
July, 2019	Jun 18, 2019	Jun 26, 2019			