

2020 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.

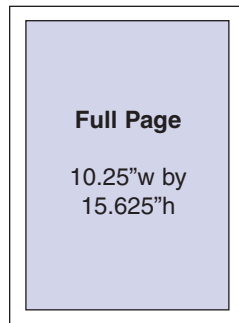
11. **Photos.** 4 x 6 B&W or Colour prints. Digital photos in jpg format.

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

13. **Contract Rates Discount.**

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

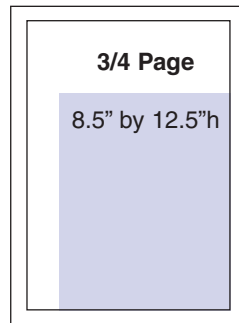
14. **Base Line Rate.** \$0.70/agate line NET.



Full Page

10.25" w by
15.625" h

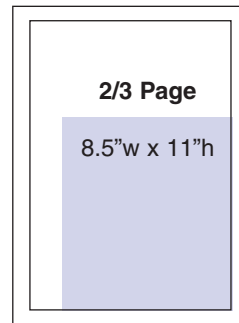
\$924.00
Full Page



3/4 Page

8.5" by 12.5" h

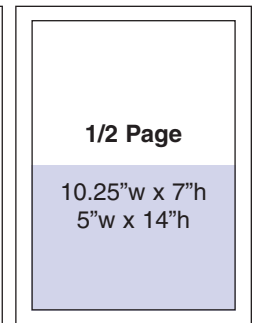
\$612.50
3/4 Page



2/3 Page

8.5" w x 11" h

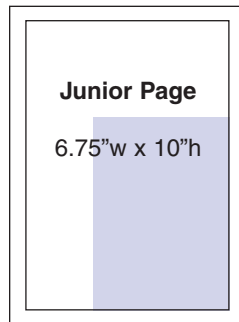
\$539.00
2/3 Page



1/2 Page

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

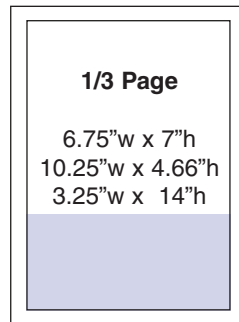
\$411.60
1/2 Page



Junior Page

6.75" w x 10" h

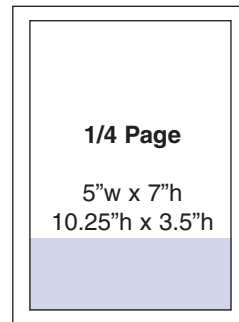
\$392.00
Junior Page



1/3 Page

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

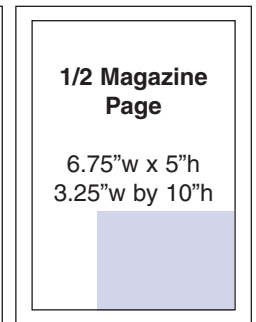
\$274.40
1/3 Page



1/4 Page

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10.25" h x 3.5" h

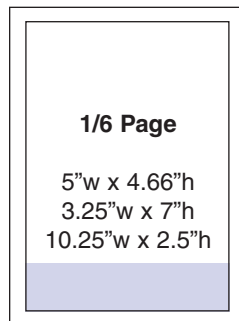
\$205.80
1/4 Page



1/2 Magazine Page

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3.25" w by 10" h

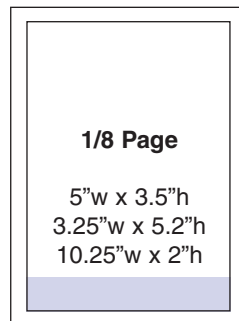
\$196.00
1/2 Page



1/6 Page

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

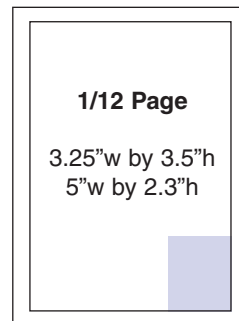
\$147.00
1/6 Page



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
Jan 2020	Dec 10	Dec 18, 2019	Aug, 2020	Jul 21	Jul 29, 2020
Feb, 2020	Jan 21	Jan 29, 2020	Sep, 2020	Aug 18	Aug 26, 2020
Mar, 2020	Feb 18	Feb 26, 2020	Oct 2020	Sep 22	Sep 30, 2020
Apr, 2020	Mar 24	Apr 1, 2020	Nov 2020	Oct 20	Oct 28, 2020
May, 2020	Apr 21	Apr 29, 2020	Dec 2020	Nov 17	Nov 28, 2020
Jun, 2020	May 19	May 27, 2020	Jan 2021	Dec 15	Dec 23, 2020
Jul, 2020	Jun 23	Jul 1, 2020			