

# 2021 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.

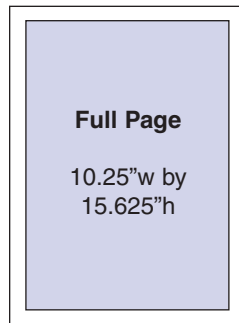
11. **Photos.** 4 x 6 B&W or Colour prints. Digital photos in jpg format.

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

13. **Contract Rates Discount.**

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

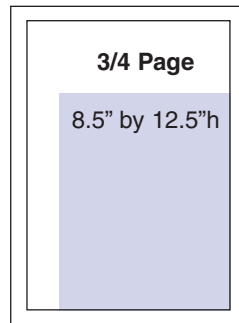
14. **Base Line Rate.** \$0.70/agate line NET.



**Full Page**

10.25" w by  
15.625" h

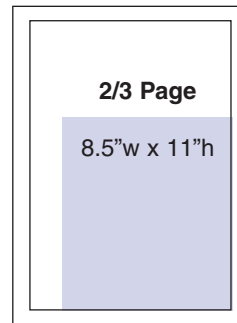
**\$924.00**  
Full Page



**3/4 Page**

8.5" by 12.5" h

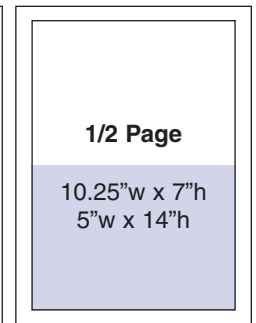
**\$612.50**  
3/4 Page



**2/3 Page**

8.5" w x 11" h

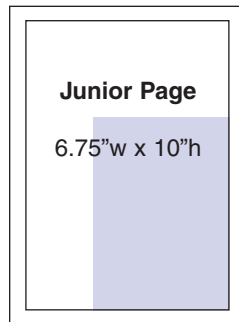
**\$539.00**  
2/3 Page



**1/2 Page**

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

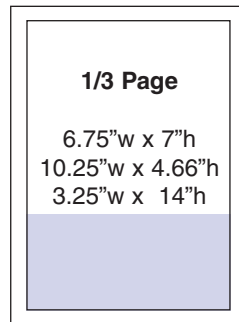
**\$411.60**  
1/2 Page



**Junior Page**

6.75" w x 10" h

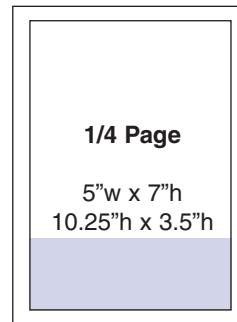
**\$392.00**  
Junior Page



**1/3 Page**

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

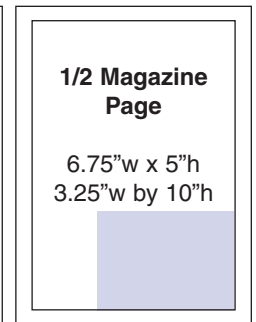
**\$274.40**  
1/3 Page



**1/4 Page**

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

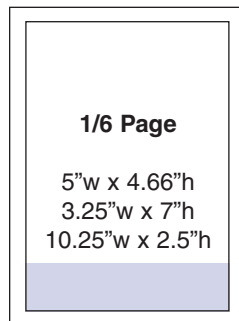
**\$205.80**  
1/4 Page



**1/2 Magazine Page**

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

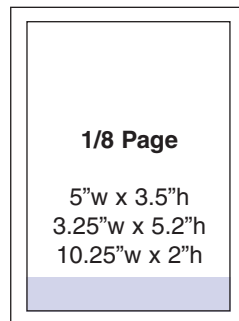
**\$196.00**  
1/2 Page



**1/6 Page**

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

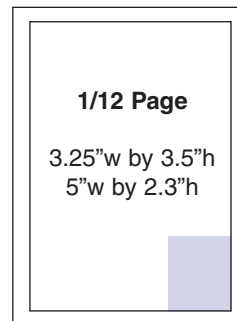
**\$147.00**  
1/6 Page



**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    |
|----------|----------|--------------|----------|----------|--------------|
| Oct 2020 | Sep 22   | Sep 30, 2020 | Jun 2021 | May 18   | May 26, 2021 |
| Nov 2020 | Oct 20   | Oct 28, 2020 | Jul 2021 | Jun 22   | Jun 30, 2021 |
| Dec 2020 | Nov 17   | Nov 28, 2020 | Aug 2021 | Jul 20   | Jul 28, 2021 |
| Jan 2021 | Dec 17   | Dec 23, 2020 | Sep 2021 | Aug 24   | Sep 1, 2021  |
| Feb 2021 | Jan 19   | Jan 27, 2021 | Oct 2021 | Sep 21   | Sep 29, 2021 |
| Mar 2021 | Feb 16   | Feb 24, 2021 | Nov 2021 | Oct 19   | Oct 27, 2021 |
| Apr 2021 | Mar 23   | Mar 31, 2021 | Dec 2021 | Nov 16   | Nov 24, 2021 |
| May 2021 | Apr 20   | Apr 28, 2021 | Jan 2022 | Dec 14   | Dec 22, 2021 |