

# 2024 The Shoreline Journal RATE CARD

## The Shoreline Journal

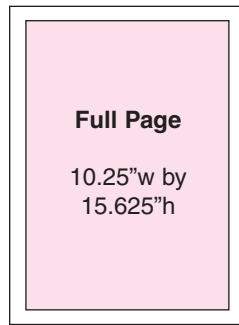
Box 41, Bass River, NS B0M 2B0  
 Tel: (902) 647-2968 Cell: (902) 890-9850  
 Fax: (902) 647-2194

Email: maurice@theshorelinejournal.com  
 www.theshorelinejournal.com

- 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. Advertiser sections.** Ask your Account Representative.
- 13. Contract Rates Discount.**

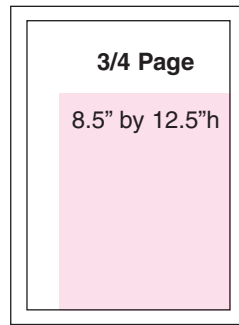
CONTRACT FREQUENCY	DISCOUNT
3x	.5%
6x	.10%
9x	.15%
12x	.25%

- 14. Base Line Rate.** \$.70/agate line NET.



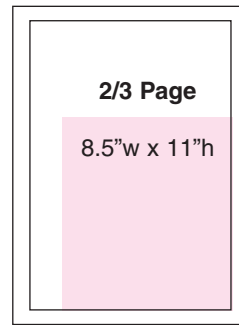
**Full Page**  
 10.25" w by  
 15.625" h

**\$924.00**  
 Full Page



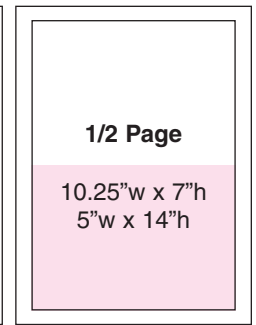
**3/4 Page**  
 8.5" by 12.5" h

**\$612.50**  
 3/4 Page



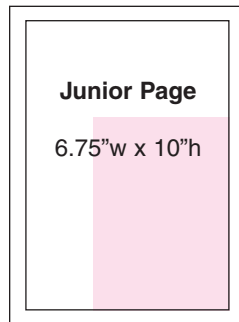
**2/3 Page**  
 8.5" w x 11" h

**\$539.00**  
 2/3 Page



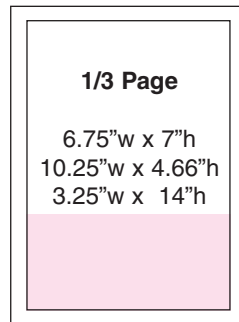
**1/2 Page**  
 10.25" w x 7" h  
 5" w x 14" h

**\$411.60**  
 1/2 Page



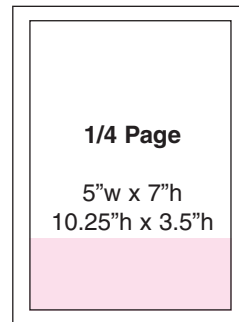
**Junior Page**  
 6.75" w x 10" h

**\$392.00**  
 Junior Page



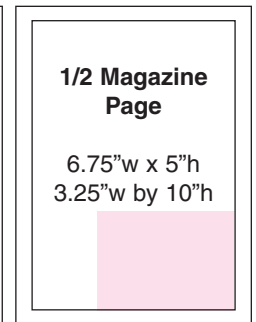
**1/3 Page**  
 6.75" w x 7" h  
 10.25" w x 4.66" h  
 3.25" w x 14" h

**\$274.40**  
 1/3 Page



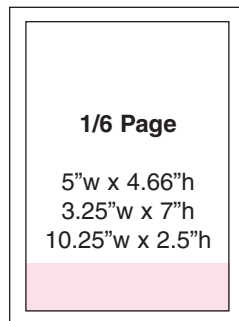
**1/4 Page**  
 5" w x 7" h  
 10.25" h x 3.5" h

**\$205.80**  
 1/4 Page



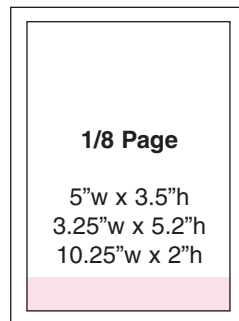
**1/2 Magazine Page**  
 6.75" w x 5" h  
 3.25" w by 10" h

**\$196.00**  
 1/2 Page



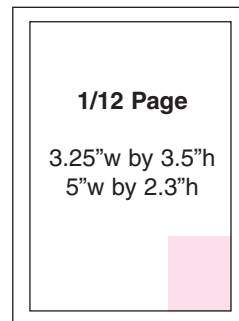
**1/6 Page**  
 5" w x 4.66" h  
 3.25" w x 7" h  
 10.25" w x 2.5" h

**\$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>

Box 41, Bass River, NS B0M 2B0 Tel: (902) 647-2968 Cell: (902) 890-9850 Fax: (902) 647-2194  
 Email: maurice@theshorelinejournal.com www.theshorelinejournal.com

**SALES ASSOCIATES:**  
**Debbie Brown – 902-324-3460**  
 maritimewow@gmail.com  
**John MacLean – 902-893-3466**  
 jmaclean@eastlink.ca  
**Debbie Yorke – 902-254-4685**  
 gateway2home@yahoo.com  
**Maurice Rees – 902-647-2968**  
 maurice@theshorelinejournal.com

ISSUE	DEADLINE	PUBLISHED	ISSUE	DEADLINE	PUBLISHED
Jan 2024	Dec 12, 2023	Dec 20, 2023	Aug, 2024	Jul 23, 2024	Jul 31, 2024
Feb, 2024	Jan 23, 2024	Jan 31, 2024	Sep, 2024	Aug 20, 2024	Aug 28, 2024
Mar, 2024	Feb 20, 2024	Feb 28, 2024	Oct, 2024	Sep 17, 2024	Sep 25, 2024
Apr, 2024	Mar 19, 2024	Mar 27, 2024	Nov, 2024	Oct 22, 2024	Oct 30, 2024
May, 2024	Apr 23, 2024	May 1, 2024	Dec, 2024	Nov 19, 2024	Nov 27, 2024
Jun, 2024	May 21, 2024	May 29, 2024	Jan, 2025	Dec 9, 2024	Dec 17, 2024
Jul, 2024	Jun 18, 2024	Jun 26, 2024			