



The Valley Voice

Serving the Slocan, Arrow Lakes and North Kootenay Lake Valleys

406 - Sixth Street - Box 70, New Denver, BC V0G 1S0

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TOTAL CIRCULATION: 7,600

DISPLAY AD SIZES & RATES

FULL PAGE: (5 col. [10.031"] W by 14 1/4" H)	\$690.00 + 82.80 HST = \$772.80
HALF PAGE: (5 col. [10.031"] W by 7" H)	\$370.00 + 44.40 HST = \$414.40
QUARTER PAGE: (3 col. [5.953"] W by 6" H <u>or</u> 2 col. [3.938"] W by 9" H)	\$200.00 + 24.00 HST = \$224.00
EIGHTH PAGE: (2 col. [3.938"] W by 4 1/2" H <u>or</u> 3 col. [5.953"] W by 3" H)	\$105.00 + 12.60 HST = \$119.60
BUSINESS CARD: (3.938" x 2")	\$58.00 + 6.96 HST = \$64.96
TWO COLUMN INCHES: (MINIMUM SIZE)	\$32.00 + 3.84 HST = \$35.84

DISCOUNTS

(APPLIES TO DISPLAY ADS ONLY)

- CAMERA-READY DISCOUNT **10%**
- NON PROFIT SOCIETY DISCOUNT **20%**
- PRE-PAYMENT DISCOUNT **5%**
- EVERY ISSUE ADVERTISER (Min. 6) **10%**

PREMIUMS

(APPLIES TO DISPLAY ADS ONLY)

- SPECIFIC PAGE PLACEMENT **5%**
- SPOT COLOUR **10%**
- FULL COLOUR **20%**

CLASSIFIED AD RATES

• **Personal Classified Ads:** \$8.00 for first 20 words; 25¢ per word above that, plus HST

• **Business/Organization Classified Ads:** \$10.00 for first 20 words; 25¢ per word above that, plus HST

• **Classified Ad with border:** \$2.00 extra

• **Classified Ad with picture:** \$15.00 extra

BUSINESS DIRECTORY ADS

(MINIMUM THREE-MONTH CONTRACT)

Regular size: 1 column (1.875") by 1"
\$11.00 + 1.32 HST = \$12.32 per issue
(billed every three months)

Double size: 1 column (1.875") by 2"
\$19.50 + \$2.34 HST = \$21.84 per issue
(billed every three months)

FLYER INSERTS

.070 each (flyers must be delivered to Valley Voice offices before 9:00 pm Monday before distribution)

Target your customers from our 7600 circulation. Get the customers from your area only, or spread your message over the whole West Kootenay!

PUBLICATION SCHEDULE FOR 2011

Publication Date	Deadline	Publication Date	Deadline
January 12	January 7	July 13	July 8
January 26	January 21	July 27	July 22
February 9	February 4	August 10	August 5
February 23	February 18	August 24	August 19
March 9	March 4	September 7	September 2
March 23	March 18	September 21	September 16
April 6	April 1	October 5	September 30
April 20	April 15	October 19	October 14
May 4	April 29	November 2	October 28
May 18	May 13	November 16	November 10
June 1	May 27	November 30	November 25
June 15	June 10	December 14	December 9
June 29	June 24		