



ocna
Ontario Community
Newspapers Association

Network Classified Rate Card

Location	No. of Papers	Circulation as of Jan. 2011	*Cost per weekly insertion	Extra Word Cost (over 25)
ALL ONTARIO	204	2,572,580	\$475	\$6.00
	<i>OR</i>			
Western Ontario	66	562,235	142	6.00
Central Ontario	44	757,054	145	6.00
Eastern Ontario	65	1,090,031	155	6.00
Northern Ontario	29	163,260	90	6.00
British Columbia	123	1,923,139	395	9.00
Alberta	118	900,460	259	8.00
Saskatchewan	82	344,118	209	5.00
Manitoba	43	383,429	189	5.00
Quebec (English)	25	391,241	160	6.00
Québec (French)	146	4,383,685	1,097	25.45**
Outside QC (French)	18	111,980	58.50	3.00
Atlantic Provinces	61	489,246	179	5.00
ALL CANADA <i>English only</i>	656	7,004,213	\$1,866	\$44.00
ALL CANADA <i>English and French</i>	820	11,499,878	\$3,021.50	\$47.00

Terms:

as of January 2011

- The prices are based on a 25 word insertion*. The maximum number of words is 100. For Québec (French) the maximum number of words is 35**.
- HST/GST is not included in the rates given.
- Ads must be pre-paid by cheque or credit card (Mastercard, Visa, or AmEx). We must have your payment confirmed before we place your ad.
- 'All Ontario' ads are automatically placed online at www.networkclassified.org; regional advertisers in Ontario can be placed online for an additional \$39 per week.
- Rates and Participating Newspapers subject to change.
- To keep this program affordable, a tearsheet service is not provided.

Deadlines:

For Ontario: Wednesday at 4:00 p.m EST for the insertion of your ad the following week.

For Canada: Monday at 12:00 p.m EST for the insertion of your ad the following week.

For French Quebec: Monday at 9:00 a.m. for the insertion of your ad the following week.

Special Discounts:

Remember frequency is important in advertising – the more often your ad is seen by a reader, the more likely they will respond to it! That's why we offer such great discounts!

Place **3** ads within **3** months in Ontario and receive the **4th ad FREE!!**

Multiple insertion discounts apply in different provinces across Canada. Please ask for full details.