

Ajax and Pickering News Advertiser REAL ESTATE

Advertising Rates: Wednesday Real Estate Section Effective Sept. 2006

MODULAR AD SIZES ONLY

Pressrun 49,900 plus 7,500 in Saturdays Best Homes

| Ad Size | Edition | 1-25 Inserts | 26-52 Inserts |
|---|---------|-----------------------|---------------|
| 1/8 page (5 1/8 x 3 7/8") 240 lines | Wed | 290 | 255 |
| 1/4 page (5 1/8 x 7 3/4") 482 lines | Wed | 554 | 482 |
| 1/2 page (10 3/8 x 7 3/4") 963 lines | Wed | 1049 | 905 |
| Full Page (10 3/8 x 15 1/2") 1,963 lines | Wed | 1982 | 1689 |
| Showcase of Homes (2.45x2.75") | Wed | 115 - colour included | |
| Front Page | Wed | 189 - colour included | |

Colour:

| Ad Size | 1 Spot | 2 Spot | Process Colour |
|------------------------------|--------|--------|----------------|
| 1/8 page (5 1/8 x 3 7/8") | 50.00 | 100.00 | 100.00 |
| 1/4 page (5 1/8 x 7 3/4") | 50.00 | 100.00 | 125.00 |
| 1/2 page (10 3/8 x 7 3/4") | 75.00 | 150.00 | 200.00 |
| Full Page (10 3/8 x 15 1/2") | 100.00 | 175.00 | 275.00 |

Advertising Rates: Wednesday, Friday & Sunday in Regular Paper

CUSTOM SIZE ADS AVAILABLE

Wednesday - 49,900 Friday - 50,900 Sunday - 48,900

| Ad Size | Edition | 1-25 Inserts | 26-52 Inserts |
|--------------------------|-----------|--------------------------|--------------------------|
| 1/16 page 110 lines | Friday | 158.40 1.44 per line | 150.70 1.37 per line |
| | Wed & Sun | 154.00 1.40 per line | 146.30 1.33 per line |
| 1/8 page 220 lines | Friday | 310.20 1.41 per line | 294.80 1.34 per line |
| | Wed & Sun | 301.40 1.37 per line | 286.00 1.30 per line |
| 1/4 page 441 lines | Friday | 608.58 1.38 per line | 577.71 1.31 per line |
| | Wed & Sun | 590.94 1.34 per line | 560.07 1.27 per line |
| 1/2 page 882 lines | Friday | 1190.70 1.35 per line | 1128.96 1.28 per line |
| | Wed & Sun | 1155.42 1.31 per line | 1093.68 1.24 per line |
| Full page 1,764 lines | Friday | 2363.76 1.32 per line | 2205.00 1.25 per line |
| | Wed & Sun | 2240.28 1.27 per line | 2134.44 1.21 per line |
| Transient line rate | Friday | 1.48 per line | N/A |
| | Sunday | 1.45 per line | N/A |

Open House (2.5x3")

Friday

119 - colour included

Advertising Deadlines

Wednesday

Pullout Edition:
Booking Deadline -
Friday 9 a.m.
ad copy & photos -
Friday noon

Friday Edition:

Booking Deadline -
Wednesday noon.
Ad copy & photos -
Wednesday noon

Sunday Edition:

Booking Deadline -
Thursday noon.
Ad copy & photos -
Thursday noon

Holiday

Deadlines:

Monday/Friday
All listed deadlines are
backed up 24 hours.

Errors and Omissions

The newspaper will not be responsible for errors and omissions which occur as a result of ad copy being supplied past the above deadline. An agreed upon space credit will be issued in the event of wrong phone numbers, wrong agent headshot, wrong picture, etc. Credits cannot be guaranteed on errors if our office has not been notified in writing or by phone within 14 days to the Manager or Advertising Consultant.