

Rate Card



Contact Taylor at 613-299-1413 or ads@nunatsiaq.com for more details.

Print Info

DEADLINES

Booking	Monday 5 p.m.
Materials	Tuesday 12 p.m.
Approvals	.Wednesday 5 p.m. EST

- Preceeding print & e-edition publication
- Nunatsiaq News is published on Friday

PLACEMENT RATES

English/French	\$5.05
Inuktitut/Inuinnaqtun	\$3.00

- All prices include a print and e-edition ad and one week online with a free sidebar
- Frequency and not-for-profit charity rates available upon request

PRINT MATERIAL SPECIFICATIONS

DISPLAY ADVERTISEMENT

1 column	9p6	1.58″
2 column	20p	3.33″
3 column	30p6	5.08″
4 column	41p	6.83″
5 column	51p6	8.58″
6 column	62p	10.33″

EMPLOYMENT/TENDERS/LEGAL

1 column	6р	1″
2 column	13p	2.17″
3 column	20p	3.33″
4 column	27p	4.5″
5 column	34p	5.67″
6 column	41p	6.83″
7 column	48p	8″
8 column	55p	9.17″
9 column	62p	10.33″

ARTWORK/TRANSLATION FEE

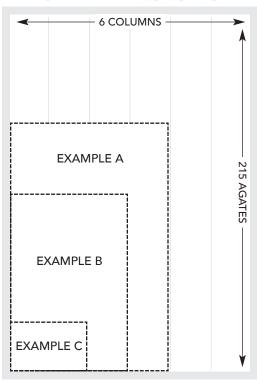
- Translation and artwork fee of \$50 per language for standard job or tender ads.
- Complex ads will be quoted in advance.
- Free colour in print and online.

MECHANICAL SPECIFICATIONS

- One column wide by one inch height
 = 14 agate lines
- Minimum depth of 15 agate lines per column width.
- Advertisements over 179 agate lines will be run at full page depth.
- Page depth = 215 agates / 15.35"



DISPLAY ADVERTISING PAGE



Example A

 $4 \operatorname{col} x 150 \operatorname{ag} x \$5.05 = \$3,030 + \operatorname{hst}$ $4 \operatorname{col} x 150 \operatorname{ag} x \$3.00 = \$1,800 + \operatorname{hst}$

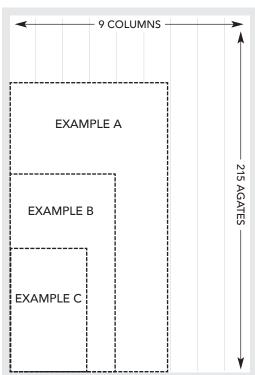
Example B (1/4 page)

 $3 \operatorname{col} x 107 \operatorname{ag} x \$5.05 = \$1,621.05 + \operatorname{hst}$ $3 \operatorname{col} x 107 \operatorname{ag} x \$3.00 = \$963 + \operatorname{hst}$

Example C

 $2 \operatorname{col} x 30 \operatorname{ag} x \$5.05 = \$303 + \operatorname{hst}$ $2 \operatorname{col} x 30 \operatorname{ag} x \$3.00 = \$180 + \operatorname{hst}$

CLASSIFIED ADVERTISING PAGE



Example A

 $6 \operatorname{col} x 175 \operatorname{ag} x \$5.05 = \$5,302.50 + \operatorname{hst}$ $6 \operatorname{col} x 175 \operatorname{ag} x \$3.00 = \$3,150 + \operatorname{hst}$

Example B

 $4 \operatorname{col} x 120 \operatorname{ag} x \$5.05 = \$2,424 + \operatorname{hst}$ $4 \operatorname{col} x 120 \operatorname{ag} x \$3.00 = \$1,440 + \operatorname{hst}$

Example C

 $3 \operatorname{col} x 75 \operatorname{ag} x \$5.05 = \$1,136.26 + \operatorname{hst}$ $3 \operatorname{col} x 75 \operatorname{ag} x \$3.00 = 675 + \operatorname{hst}$



Online Rates

LEADERBOARD / BANNER

Small (1200 x 150 px)	\$849/week
Medium (1200 x 230 px)	\$929/week
Large (1200 x 310 px)	\$999/week

• Ad appears in rotation on all pages

SIDEBAR AD

One week **free** with print/e-edition ad Early online fee\$299/week Additional week\$549/week

- Ad size 373 pixels x 331 pixels
- Ad appears on homepage, ad strips and within news articles

PLATINUM SIDEBAR AD

One week **free** with full page ad Additional week\$1,495/week

- Ad size 373 pixels x 331 pixels
- Ad appears in premium position and first within news articles

COLOSSUS AD

Small (1200 x 350 px)......\$1,195/week Medium (1200 x 500 px) ...\$1,495/week Large (1200 x 675 px)\$1,995/week

• Colossus ad appears on homepage

COMBINED PRINT/ONLINE

Print/e-edition full pa Small colossus	
Print/e-edition full pa Medium colossus	
Print/e-edition full pa	

Arctic Co-op's Cable TV ads

DEADLINE

BookingTuesday 10 am

- •10" x 7.5" (720 x 540 px)
- · Cable ads start on Friday

RATES BY COMMUNITY

Small community\$48/week Arctic Bay, Hall Beach, Igloolik, Qikiqtarjuaq, Taloyoak

Large community......\$78/week Arviat, Igloolik, Pond Inlet, Pangnirtung

Iqaluit.....\$157/week

- Rates based per screen/week
- Ads run 24/7 in rotation

LEADERBOARD/BANNER

Ad appears in rotation on all pages

PLATINUM SIDEBAR ADS

Ad appears in premium position and first within news articles



COLOSSUS ADS

Ad appears on the home page after regional section





