

# NUNATSIAQ 50 YEARS NEWS

## Rate Card



Contact Taylor at 613-299-1413 or [ads@nunatsiaq.com](mailto:ads@nunatsiaq.com) for more details.

\*Rates effective October 3, 2023

# Print Info

## DEADLINES

Booking .....Monday 5 p.m.  
 Materials .....Tuesday 12 p.m.  
 Approvals.....Wednesday 5 p.m. EST  
 • Preceding 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 ..... 6p .....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

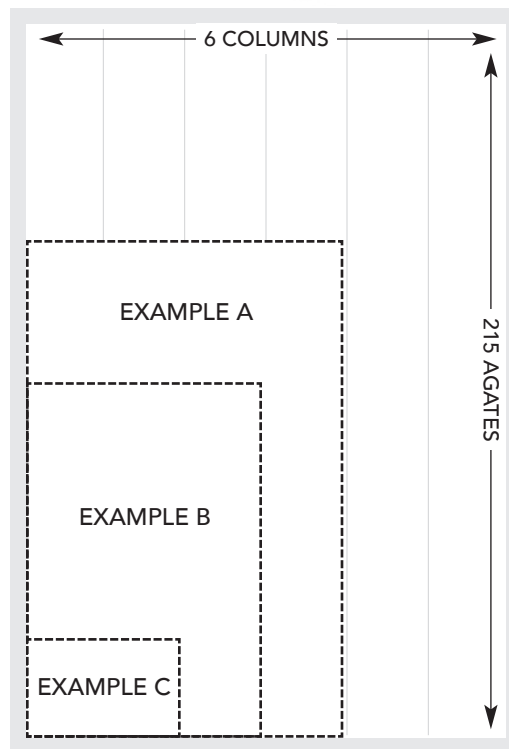
- Translation and artwork fee of \$50 per language for standard job or tender ads.
- Complex ads will be quoted in advance.
- **Free** colour in print and online.

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

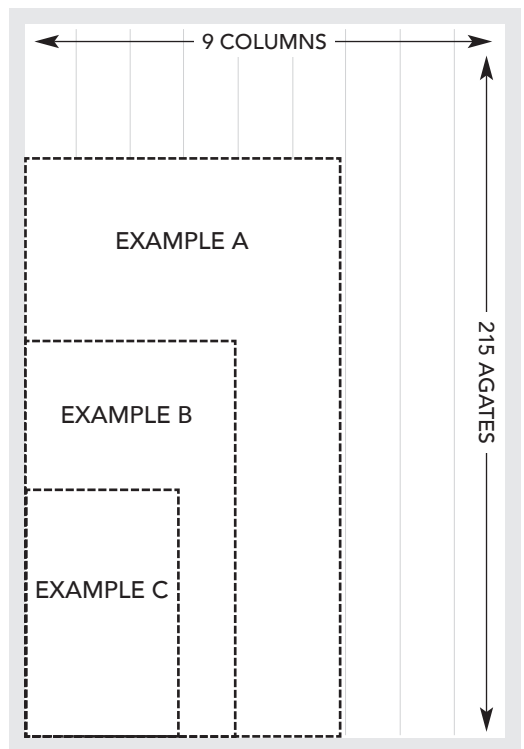
### Example B (1/4 page)

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

### Example C

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

## CLASSIFIED ADVERTISING PAGE



### Example A

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

### Example B

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

### Example C

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

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