

Basic Rates

Display ads

PLACEMENT RATES

Language	Line Rate
English/French	\$5.20
Inuktitut/Inuinnaqtun	\$3.10

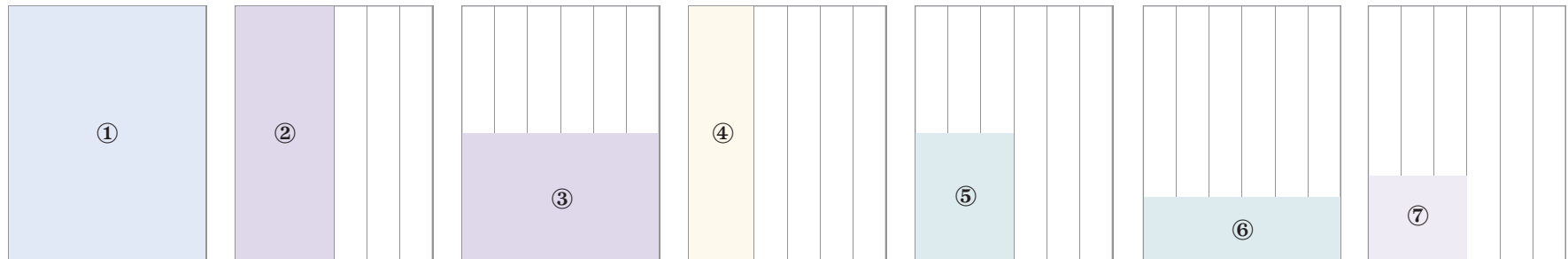
Includes print and e-edition placement and one week online with **free** sidebar.

Frequency and not-for-profit charity rates available upon request.

Calculating Cost of Ad

Height of ad in agates x number of columns

SAMPLE DISPLAY SIZES



Format	Area (WxH)	English/French rate	Inuktitut/Inuinnaqtun rate
① Full page	6 col x 215 ag	\$6,708.00	\$3,999.00
② 1/2 page vertical	3 col x 215 ag	\$3,354.00	\$1,999.50
③ 1/2 page horizontal	6 col x 107 ag	\$3,338.40	\$1,990.20
④ 1/3 page vertical	2 col x 215 ag	\$2,236.00	\$1,333.00
⑤ 1/4 page vertical	3 col x 107 ag	\$1,669.20	\$ 995.10
⑥ 1/4 page horizontal	6 col x 53 ag	\$1,653.60	\$ 985.80
⑦ 1/6 page	3 col x 72 ag	\$1,123.20	\$ 669.10

Column Size

2 columns – 3.33"
 3 columns – 5.08"
 4 columns – 6.83"
 5 columns – 8.58"
 6 columns – 10.33"

Basic Rates

Classified ads

PLACEMENT RATES

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Inuktitut/Inuinnaqtun	\$3.10

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Frequency and not-for-profit charity rates available upon request.

Calculating Cost of Ad

Height of ad in agates x number of columns

SAMPLE CLASSIFIED SIZES

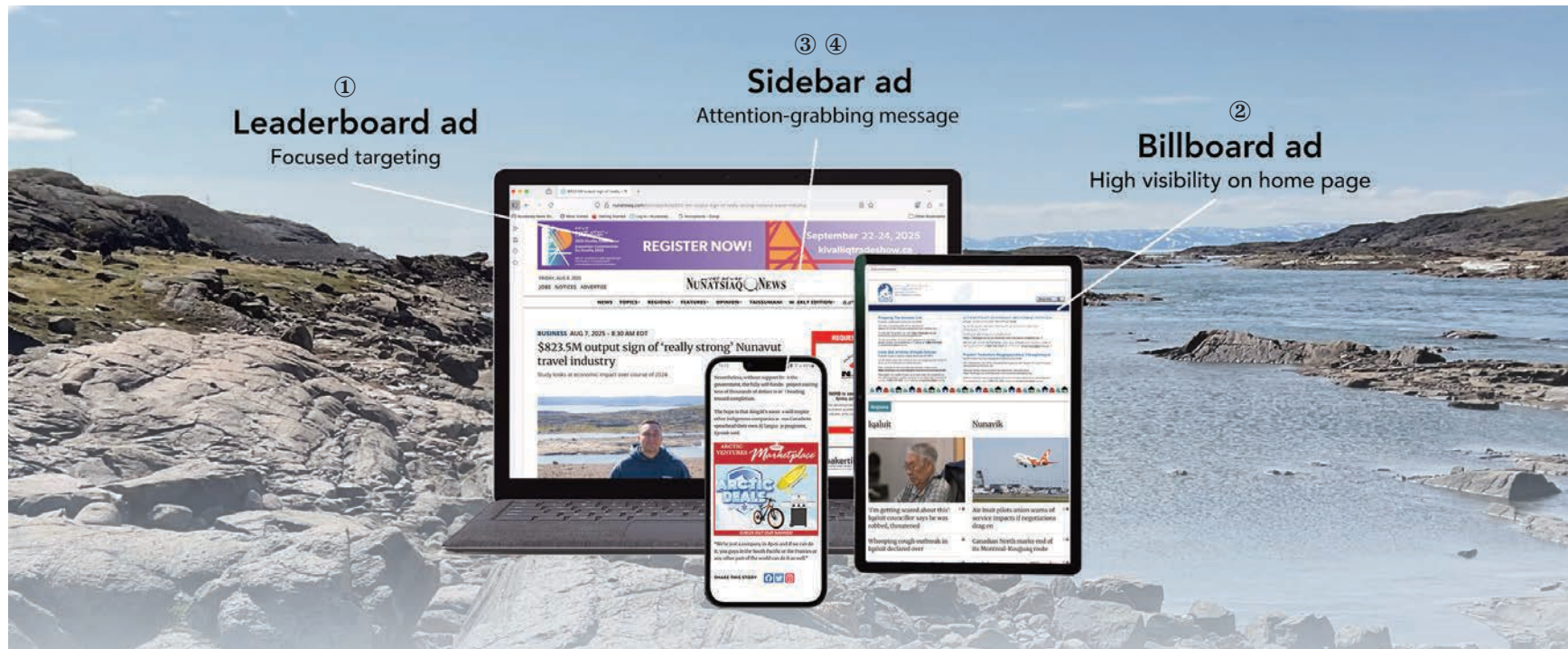


Format	Area (WxH)	English/French rate	Inuktitut/Inuinnaqtun rate
① 1/4 page horizontal	6 col x 80 ag	\$2,496.00	\$1,488.00
② 1/4 page vertical	4 col x 120 ag	\$2,496.00	\$1,488.00
③ 1/6 page horizontal	6 col x 54 ag	\$1,684.80	\$1,004.40
④ 1/6 page vertical	3 col x 107 ag	\$1,669.20	\$995.10
⑤ 1/8 page	3 col x 80 ag	\$1,248.00	\$744.00
⑥ 1/16 page	3 col x 45 ag	\$702.00	\$418.50

Column Size
3 columns – 3.33"
4 columns – 4.5"
5 columns – 5.67"
6 columns – 6.83"
7 columns – 8"
8 columns – 9.17"
9 columns – 10.33"

Basic Rates

Digital ads



SAMPLE DIGITAL SIZES

Format	Small size	Weekly rate	Medium size	Weekly rate	Large size	Weekly rate
① Leaderboard ad	1200 x 150 px	\$849	1200 x 230 px	\$929	1200 x 310 px	\$999
② Billboard ad	1200 x 350 px	\$1,195	1200 x 500 px	\$1,495	1200 x 675 px	\$1,995

Format	Size (WxH)	Early online fee	Additional weekly digital rate
③ Sidebar ad	373 x 331 px	\$299	\$549
④ Platinum sidebar ad*	373 x 331 px		\$499

*One week free with full page ad. Ad placed in premium position throughout website and first position within news articles.

Basic Rates

Arctic Co-op's Cable TV ads

RATES BY COMMUNITY

Small community	\$48/week
Large community	\$78/week
Iqaluit	\$157/week

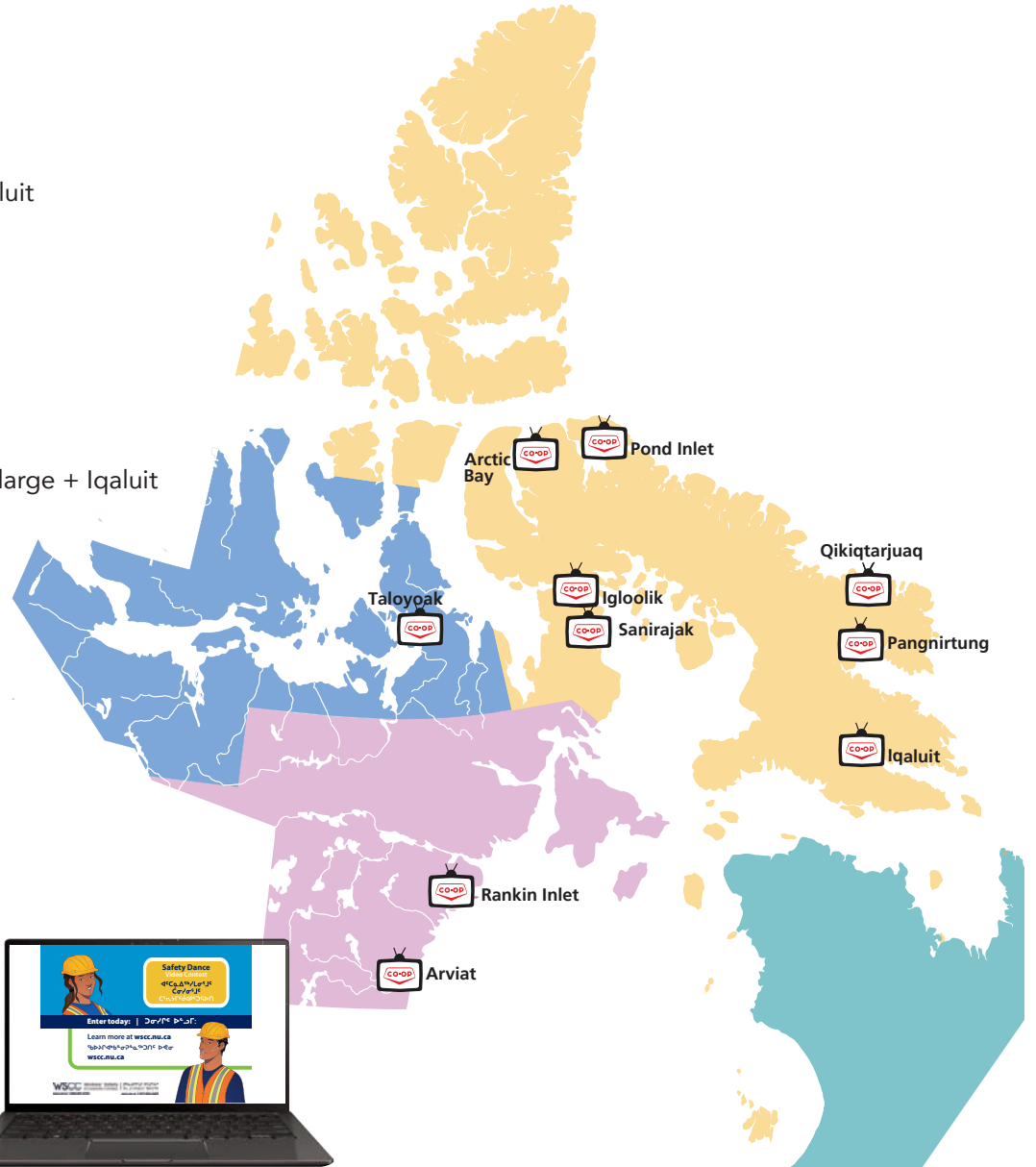
Booking deadline: Tuesday 10 am

- 10" x 7.5" (1024 x 768 pixels)
Standard size ppt
- Rates based per screen/week
- Ads run 24/7 in rotation

Baffin – South
2x large + Iqaluit
Total = \$313

Baffin – North
4x small
Total = \$192

Nunavut wide
5x small + 4x large + Iqaluit
Total = \$709



SAMPLES

