

2007

advertising rates

# THE LOWDOWN

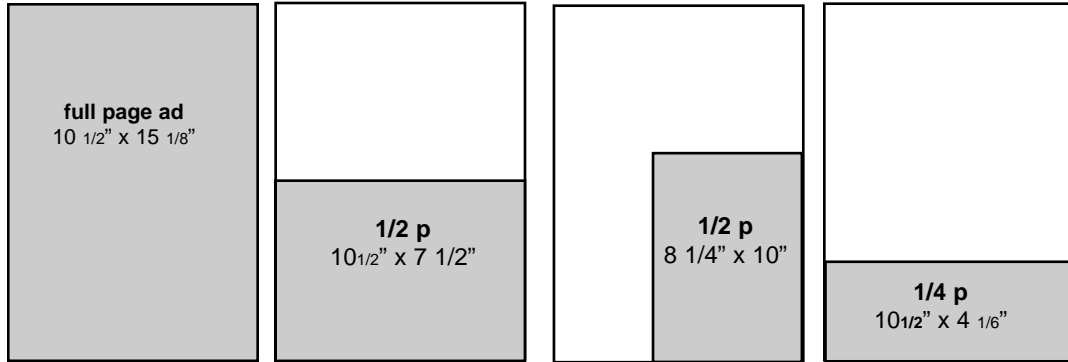
75 CENTS

TO HULL & BACK NEWS

THE ONLY PAPER SERVING ONLY THE GATINEAU HILLS SINCE 1973

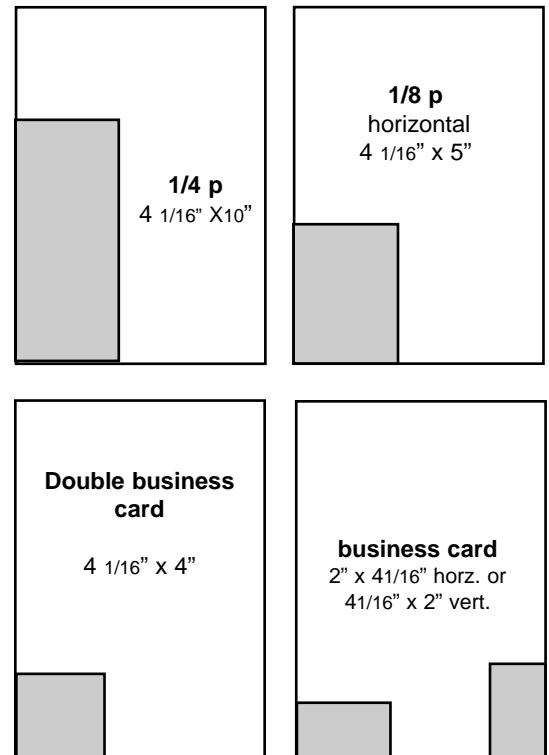
Jan. 2007

Popular Ad Appearance - Local Rates \$6.65 per col. inch



Ad Size	Single insertion	12X	25X	50X
Full page	\$533	\$453	\$400	\$346
4/5	\$430	\$365	\$323	\$279
2/3	\$357	\$303	\$268	\$232
3/5	\$319	\$271	\$239	\$207
1/2	\$266	\$226	\$199	\$173
2/5	\$215	\$183	\$161	\$140
1/3	\$178	\$151	\$134	\$115
1/4	\$133	\$113	\$100	\$ 86
1/5	\$107	\$ 91	\$ 80	\$ 70
1/8	\$ 66	\$ 56	\$ 49	\$ 43
Double biz card	\$ 53	\$ 45	\$ 40	\$ 34
Business Card	\$ 28	\$ 24	\$ 21	\$ 18

All taxes are additional



**Local rates:**

Colours:

- Standard 2nd colours and process colours, per colour, per page \$150
- 4 colour process, extra per page \$350

**National rates (gross):** .68 cents per agate line.

Colours:

- Standard 2nd colours and process colours, per colour, per page \$175
- 4 colour process, extra per page \$405

**Special Positions:**

- Specialty sections: Add 10% to space charge
- Guaranteed position: Add 25% to space charge