

Madawaska Highlander Advertising Rates 2021. To reserve space, please contact Lois Thomson at 613-333-9399 or info@reelimpact.tv

Payment required in advance of each advertising deadline. 7 issue discount requires a commitment to run an ad in all 7 issues.

Inside Colour	Approx. Size Tall w x h	Approx. Size Wide w x h	\$ Each	Including HST	7 Issue Rate Each	Including HST
FC - Full Colour	10.4 x 14	-	530.00	598.90	477.00	528.84
HC - Half Colour	5.2 x 14	10.4 x 7	284.00	320.92	255.60	284.76
QC - Quarter Colour	5.2 x 7	10.4 x 3.5	152.00	171.76	136.80	152.55
EC - Eighth Colour	2.5 x 7	5.2 x 3.5	86.00	97.18	77.40	86.45
SC - Sixteenth Colour	2.5 x 3.5	5.2 x 1.7	55.56	62.78	50.00	56.50

Inside Black	Approx. Size Tall w x h	Approx. Size Wide w x h	\$ Each	Including HST	7 Issue Rate Each	Including HST
FB - Full Black	10.4 x 14	-	310.00	350.30	279.00	305.10
HB - Half Black	5.2 x 14	10.4 x 7	178.00	201.14	160.20	167.81
QB - Quarter Black	5.2 x 7	10.4 x 3.5	93.00	105.09	83.70	94.58
EB - Eighth Black	2.5 x 7	5.2 x 3.5	55.55	62.77	50.00	56.50
SB - Sixteenth Black	2.5 x 3.5	5.2 x 1.7	31.00	35.03	31.00	35.03
TB - 1/32 Black	2.5 x 1.75	-	20.00	22.60	20.00	22.60

Front Page Colour only	Approx. Size Tall w x h	Approx. Size Wide w x h	\$ Each	Including HST	7 Issue Commitment
FPH - Front Half	10.4 x 7	-	360.00	406.80	
FPQ - Front Quarter	5.2 x 7	-	180.00	203.40	
FPB - Front Banner	6.5 x 2.5	-	160.00	180.80	

Back Page Colour only	Approx. Size Tall w x h	Approx. Size Wide w x h	\$ Each	Including HST	7 Issue Commitment
BPF - Back Full	10.4 x 14	-	560.00	632.80	
BPH - Back Half	-	10.4 x 7	320.00	361.60	
BPQ - Back Quarter	5.2 x 7	-	180.00	203.40	

No charge for design work. Front and back page premium locations require a seven-issue commitment. Prompt payment is appreciated.

The Madawaska Highlander is made possible through the hard work of our talented volunteer contributors and our advertisers. We keep our rates low, so they are the best value for small businesses and residents in the Madawaska and Addington Highlands. Thank you for your support of our community publication!