

2024

Advertising Rates

Effective January 1, 2024

The Signpost

15 Bridge Street, Dorchester, ON N0L 1G2

Tel: 519-268-7337

Email: signpost@rogers.com

Website: www.dorchestersignpost.com

Circulation: 1450

Published: Every Wednesday

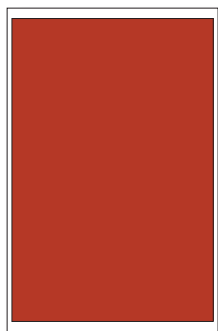
Deadline: Monday at Noon



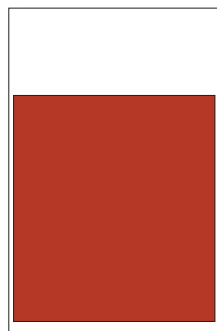
Serving Dorchester, Belmont, Thorndale, Thamesford, Putnam, Avon, Crampton, Harrietsville, Mossley, Nilestown, Springfield, London and surrounding areas for 65 years!

Display Advertising Rates

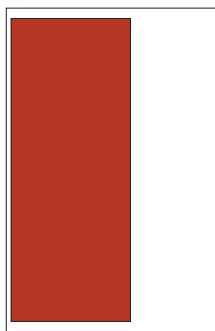
90¢/agate line \$12.60/column inch



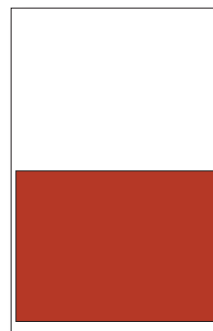
FULL PAGE
10.25" wide x 15.78" high



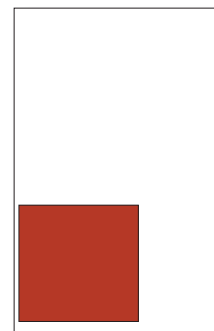
3/4 PAGE
10.25" wide x 11.85" high



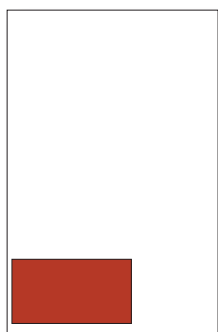
1/2 PAGE V.
6.08" wide x 15.78" high



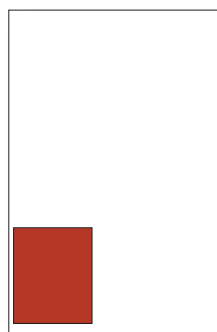
1/2 PAGE H.
10.25" wide x 7.85" high



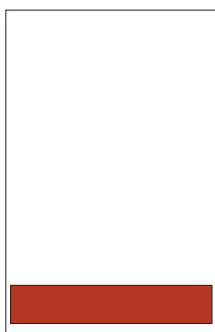
1/4 PAGE
6.08" wide x 6.07" high



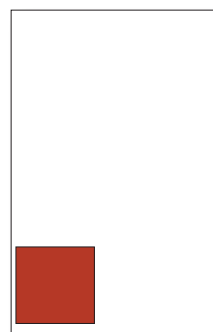
1/8 PAGE H.
6.08" wide x 3.357" high



1/8 PAGE V.
4" wide x 5" high



BANNER
10.25" wide x 2" high



2 x BUSINESS CARD
4" wide x 4" high



BUSINESS CARD
4" wide x 2" high

The Signpost Display Advertising Rates for 2024

POSITIONS	SIZE	BLACK & WHITE	COLOUR
Full Page	10.25" wide x 15.78" deep	\$994.50	\$1164.50
3/4 Page	10.25" wide x 11.85" deep	\$747.00	\$917.00
1/2 Page V.	6.08" wide x 15.78" deep	\$596.70	\$766.70
1/2 Page H.	10.25" wide x 7.85" deep	\$495.00	\$665.00
1/4 Page	6.08" wide x 6.07" deep	\$229.50	\$329.50
1/8 Page H.	6.08" wide x 3.36" deep	\$126.90	\$176.90
1/8 Page V.	4" wide x 5" deep	\$126.00	\$176.00
Banner	10.25" wide x 2" deep	\$126.00	\$176.00
Double Business Card	4" wide x 4" deep	\$100.80	\$125.80
Business Card	4" wide x 2" deep	\$50.40	\$60.40
Front Page Banner	10.25" wide x 2" deep	—	\$380.00

(All prices subject to HST)

Display Advertising Rates

90¢/agate line \$12.60/column inch

1 Column Wide		Price	Price
1.92" x 1".....		\$12.60	1.92" x 4".....\$50.40
1.92" x 2".....		\$25.20	1.92" x 5".....\$63.00
1.92" x 3".....		\$37.80	1.92" x 6".....\$75.60
2 Columns Wide		Price	Price
4" x 2".....		\$50.40	4" x 9".....\$226.80
4" x 3".....		\$75.60	4" x 10".....\$252.00
4" x 4".....		\$100.80	4" x 11".....\$277.20
4" x 5".....		\$126.00	4" x 12".....\$302.40
4" x 6".....		\$151.20	4" x 13".....\$327.60
4" x 7".....		\$176.40	4" x 14".....\$352.80
4" x 8".....		\$201.60	4" x 15".....\$378.00
3 Columns Wide		Price	Price
6.08" x 2".....		\$75.60	6.08" x 9".....\$340.20
6.08" x 3".....		\$113.40	6.08" x 10".....\$378.00
6.08" x 4".....		\$151.20	6.08" x 11".....\$415.80
6.08" x 5".....		\$189.00	6.08" x 12".....\$453.60
6.08" x 6".....		\$226.80	6.08" x 13".....\$491.40
6.08" x 7".....		\$264.60	6.08" x 14".....\$529.20
6.08" x 8".....		\$302.40	6.08" x 15".....\$567.00
4 Columns Wide		Price	Price
8.17" x 2".....		\$100.80	8.17" x 9".....\$453.60
8.17" x 3".....		\$151.20	8.17" x 10".....\$504.00
8.17" x 4".....		\$201.60	8.17" x 11".....\$554.40
8.17" x 5".....		\$252.00	8.17" x 12".....\$604.80
8.17" x 6".....		\$302.40	8.17" x 13".....\$655.20
8.17" x 7".....		\$352.80	8.17" x 14".....\$705.60
8.17" x 8".....		\$403.20	8.17" x 15".....\$756.00
5 Columns Wide		Price	Price
10.25" x 2".....		\$126.00	10.25" x 9".....\$567.00
10.25" x 3".....		\$189.00	10.25" x 10".....\$630.00
10.25" x 4".....		\$252.00	10.25" x 11".....\$693.00
10.25" x 5".....		\$315.00	10.25" x 12".....\$756.00
10.25" x 6".....		\$378.00	10.25" x 13".....\$819.00
10.25" x 7".....		\$441.00	10.25" x 14".....\$882.00
10.25" x 8".....		\$504.00	10.25" x 15".....\$945.00

Front Page Banner Ad (10.25" x 2").....\$380.00 (includes full process colour)

Colour Charge: Business Card \$10; Double Business Card \$25;
1/8 Page \$50; 1/4 Page \$100; 1/2 Page and up \$170

(All prices subject to HST)

Business Directory Rates

3" x 2" Ad	Price
Prepaid for 26 Weeks (\$26.03/week).....	\$676.78
Runs weekly	

Automotive Directory Rates

4" x 2" Ad	Price
Runs fourth week of every month.....	\$36.72/month

Discounts

Available for Display Ads	Discount
Run for 3 Months.....	10%
Run for 6 Months.....	20%
Run for 12 Months.....	30%

Insert Rates

For Regular Circulation Editions	Price
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For Inserts weighing up to 20 grams per individual insert.....\$145
For inserts weighing more than 20 grams per individual insert, please call to inquire about price.
1450 inserts are required for a regular circulation edition.
They can be dropped off to the office by Tuesday at 1 p.m. to be included in the following week's paper, or delivered to the printing press by Monday at 5 p.m. for that week's edition.

For Mega Paper Editions	Price
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For Inserts weighing up to 20 grams per individual insert.....\$721
For inserts weighing more than 20 grams per individual insert, please call to inquire about price.
9000 inserts are required for a Mega Paper edition.
They can be dropped off to the office by Tuesday at 1 p.m. to be included in the following week's mega paper, or delivered to the printing press by Monday at 5 p.m. for that week's edition.

Classified Advertising Rates

Ads Up to 20 Words	Price	with HST
1 Time.....	\$6.64.....	\$7.50
2 Times.....	\$12.61.....	\$14.25
3 Times.....	\$18.92.....	\$21.38
4 Times.....	\$25.23.....	\$28.51
5 Times.....	\$31.54.....	\$35.64
Personal P.O. Box Number.....	add \$10.00.....	add \$11.30
For ads over 20 words, add 10¢+HST per additional word per week		

Obituaries, Births or Cards of Thanks	Price	with HST
Up to 80 Words.....	\$18.00.....	\$20.34
With a Picture.....	add \$10.00.....	add \$11.30
For ads over 80 words, add 10¢+HST per additional word		

In Memoriams	Price	with HST
4 Line Verse.....	\$13.00.....	\$14.69
Each additional line.....	add \$2.00.....	add \$2.26
With a Picture.....	add \$10.00.....	add \$11.30

Family Announcements (4"x4" ad including colour photo)	Price	with HST
Birthday, Graduation, Wedding, Anniversary, etc.....	\$38.05.....	\$43.00