

TERRACE BAY NEWS NIPIGON GAZETTE

ADVERTISING RATES

PER ISSUE - EFFECTIVE -
TERRACE BAY NEWS - MARCH 1, 1971
NIPIGON GAZETTE - JANUARY 1, 1971

CLASSIFIED ADS

TERRACE BAY NEWS - minimum charge - 75¢ (25 words and under)
- 3¢ per word - (cash in advance)
- (25¢ additional charge if billing required)
NIPIGON GAZETTE - (minimum charge - 1.00) - 5¢ per word
(cash in advance)

DISPLAY ADS

AGATE LINE 7¢ COLUMN INCH 98¢

DISCOUNTS

ADVERTISING AGENCY COMMISSION 15%
TRADE COMMISSION 15%

CONTRACT DISCOUNTS

FULL PAGE 10%
HALF PAGE 5%

ADDITIONAL FREQUENCY DISCOUNTS

1 - 10 ISSUES PER YEAR Regular
11 - 20 ISSUES PER YEAR 5%
21 - 30 ISSUES PER YEAR 10%
31 - 40 ISSUES PER YEAR 20%
41 - 52 ISSUES PER YEAR 30%