



**It's the weeks before Christmas...**

and all through the land merchants are hoping that sales will be grand

Rather than leave their sales on the run the smart ones rely on



MARKHAM  
**ECONOMIST & SUN**  
PH: (905) 294-2200 FAX: (905) 294-1538  
**Stouffville Tribune**  
PH: (905) 640-2100 FAX: (905) 640-5477

**SIGHTS & SOUNDS OF CHRISTMAS**

Published: Thursday, November 18, 1999  
Format: Tabloid

The holiday season begins with our Sights & Sounds of Christmas filled with great ideas - gifts, home decorating, entertaining, fashion and more. This high readership section is distributed to your target market.

**FESTIVAL OF LIGHTS**

Published: Saturday, November 20, 1999  
Format: Tabloid

Markham Village Festival of Lights held annually in the heart of Markham, is sure to bring much attention to your business in this much read section. Place your ad today.

**EARLY BIRD CHRISTMAS**

Published: Tuesday, November 23, 1999  
Format: Tabloid

**MARKHAM ONLY**  
Get an early start this holiday season with an ad in our Early Bird Christmas feature. Give your customers an opportunity to make a purchase from your best selection without the crowds this Christmas

**EXPERIENCE A COUNTRY CHRISTMAS**

Published: Tuesday, November 23, 1999  
Format: Tabloid

**STOUFFVILLE ONLY**  
This Victorian-style edition runs prior to the prime shopping season and will feature a guide to the best in shopping, dining and Yuletide festivities. Call now to advertise your group or business in this one-of-a-kind feature.

**FAMILY/OLDE TYME CHRISTMAS**

Published: Saturday, November 27, 1999  
Format: Tabloid

This heart warming edition is sure to become a favourite with Economist & Sun readers. A Family Christmas will feature fond Christmas memories and holiday traditions. It is a section shared among friends and families.

**CHRISTMAS GIFT GALLERY**

Published: Saturday, December 4, 1999  
Format: Glossy

The ultimate shopping resource guide - allows readers a multitude of gift giving ideas in one convenient source. The unique tall format with all process colour ads on a heavy gloss stock is the ultimate way to showcase your business this holiday season.

**SEASONS GREETINGS**

Published: Tuesday, December 14, 1999  
Format: Tabloid

This high readership section is distributed to over 49,000 homes. Wish your customers the very best for the Holiday season.

**LAST MINUTE GIFT IDEAS**

Published: Saturday, December 18, 1999  
Format: Tabloid

Despite their best intentions, many readers leave their Christmas shopping until the last minute. This special section allows advertisers to promote their gift ideas in a format that's sure to catch their attention.

**BOXING DAY BLOWOUT**

Published: Sunday, December 26, 1999  
Format: Broadsheet

Close out the century with a BANG!  
Our BOXING DAY edition is value priced.  
PLUS! Get extra savings if you run an ad in our Boxing Day Issue and any of these dates:  
DECEMBER 30, JANUARY 2, JANUARY 4

if you run Boxing Day and one of these dates  
**RECEIVE 25% OFF YOUR SECOND AD**  
if you run Boxing Day and two of these dates  
**RECEIVE 35% OFF YOUR THIRD AD**  
if you run Boxing Day and three of these dates  
**RECEIVE 50% OFF YOUR FOURTH AD**

**And visions of increased sales danced in their heads**

**OUR GIFT TO YOU**  
Just in time for your advertising needs!  
7 Ads for the cost of 5  
or... 5 Ads for the cost of 4  
Call your advertising elt as soon as possible for details and make this holiday season the merriest!

