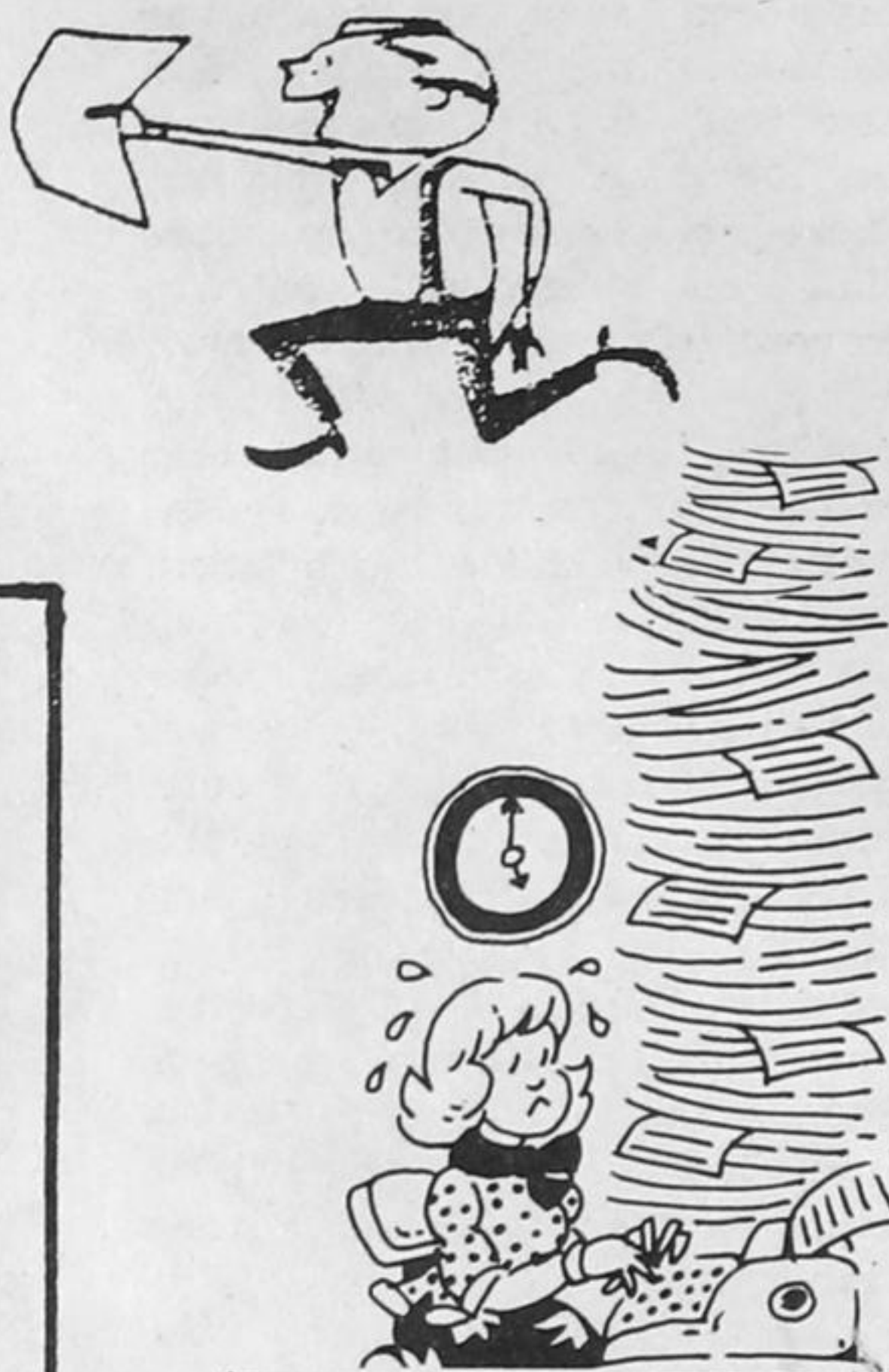


EDITORIAL PAGE.



ADVERTISING RATES

Recently we announced an increase of 10% in our ad. rates effective September 1, 1990. Upon considering the scale of charges as it has been for many years we discovered inconsistencies that would prevent a smooth change. Therefore we have decided to remove the difference between ads. measuring up to 20 square inches and those 21 square inches and over.. We will put the whole darned lot at 70¢ per square inch. Some of you will gain by this change, make the most of it, it will never happen again!

I apologize for muddled management, we do our best to supply the lowest priced ads. in the area. Our circulation is now 3,200 each month and increasing with the population. The changed rates will be as follows:

ALL ads. 70¢ per square inch. Ads. supplied camera ready which means acceptable to the printers NO SPOTS, NO SMEARS will be subject to a 10% discount.

BUSINESS CARDS 3"x2" \$5.00

CLASSIFIED PAGE: 10¢ per word, PREPAID please.

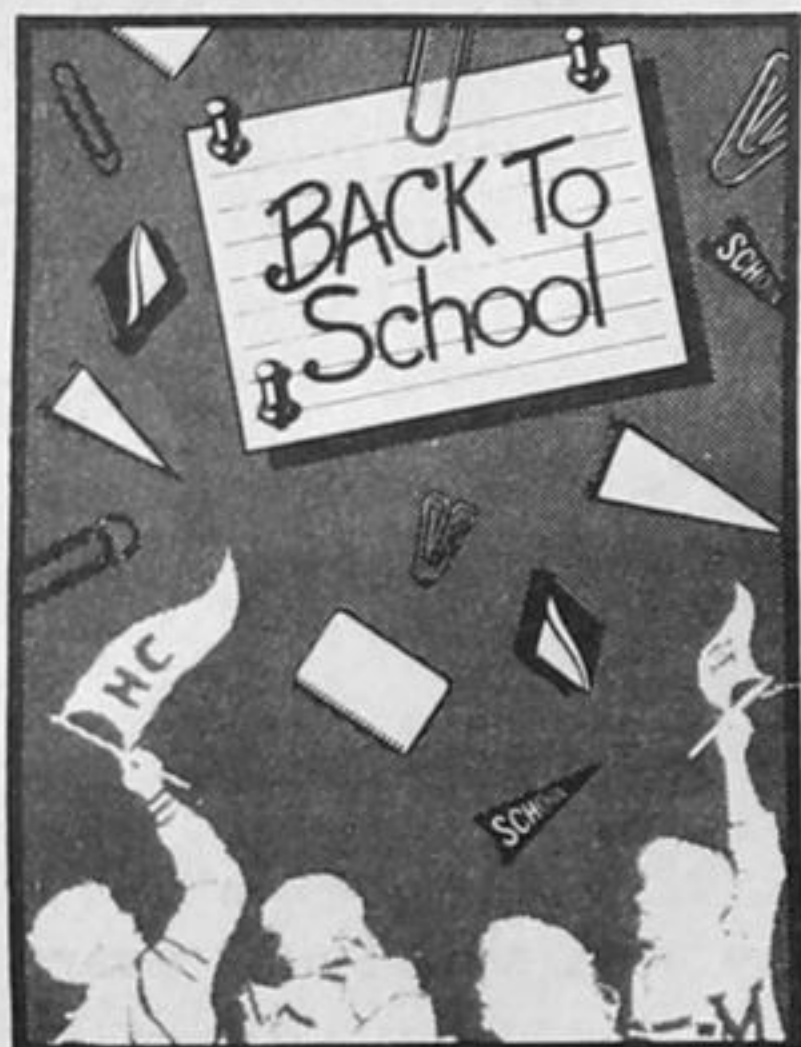
SUBSCRIPTIONS: Due to frequent increases in direct mailing rates in the past three years: SUBSCRIPTIONS will be \$10.00 per year in Canada. \$13.00 per year to the United States, IN CANADIAN FUNDS PLEASE

IF YOU HAVE ANY QUERIES PLEASE CALL BRYSCOVIL AT 272-3315

DIRECTORS 1990-1991

- Brys Scovil - Editor/Layout
- Betty Blackman - Assoc. Ed/Layout
- Limmy Scovil - Sec./Treas.
- Jansje Keates - Layout/Billing
- Doug Roantree - Layout
- Jeff Baker - Layout
- Jane Monaghan
- Marjorie Jackson
- Lorraine Porter

The Lantern staff regret having to report the death of Cliff Restrict, who regularly delivered your papers to the Post Offices. A cheerful volunteer, it was a pleasure to work with him.



MONTH	DEADLINE	LAYOUT	ISSUED
Jan/Feb	Jan. 24	Jan. 30	Feb. 01
March	Feb. 21	Feb. 27	Mar. 02
April	Mar. 21	Mar. 27	Mar. 30
May	Apr. 18	Apr. 24	Apr. 27
June	May 23	May 29	Jun. 01
Jul/Aug	Jun. 20	Jun. 26	Jun. 29
Sept.	Aug. 22	Aug. 28	Aug. 31
Oct.	Sept 19	Sept 25	Sept 28
Nov.	Oct. 24	Oct. 30	Nov. 02
Dec.	Nov. 21	Nov. 27	Nov. 30

The North Leeds Lantern is a monthly Community Newspaper, distributed free of charge to all households in the Townships of Bastard & S. Burgess, Rear of Leeds & Lansdowne, South Crosby and the Village of Newboro. Funding is provided through advertising revenue, which pays for the cost of production while the above named Township Councils contribute towards the mailing costs. Subscriptions are available to those residing outside of those areas named, at a cost of \$7.50 Canadian residents and \$10.00 U. S. mailings. Circulation averages 3000/month.

The aim of the Lantern is to provide a monthly newspaper of interest to the residents of the areas it serves. News from Councils, local organizations and the public is published as space permits and under the guidelines set down by the Board of Directors. The Lantern also hopes to provide a forum for local concerns and invites articles or letters from the general public. All items submitted MUST be signed for publication.

DEADLINE Lantern goes to press the last Tuesday of each month. Material must be submitted NO LATER than the Wednesday prior to press date. **ADVERTISING SPACE MUST BE BOOKED BEFORE THAT DEADLINE DATE.**

ADVERTISING CONTENT: The Lantern staff prepare ads for print, however the content of the ad is the responsibility of the advertiser. False or misleading advertising should be brought to the attention of the advertiser in question.

SUBSCRIPTIONS

Please apply to Margaret Keith, Seeley's Bay, Ontario KOH 2N0

Advertising Rates

- Preprinted Business Cards \$5.00
- 3x2 6.00
- 3x3 10.00
- 3x4 11.00
- 3x5 12.00
- 3x6 13.00
- 3x7 14.00
- ¼ page 26.00
- ½ page 52.00
- full page 104.00
- Size assessment is taken to the nearest square inch.
- Ad size over 21 square inches @ 65¢ per square inch.
- Photo reproduction in ads 7.00
- Classifieds 2-4 lines 200
- 5-8 lines 4.00

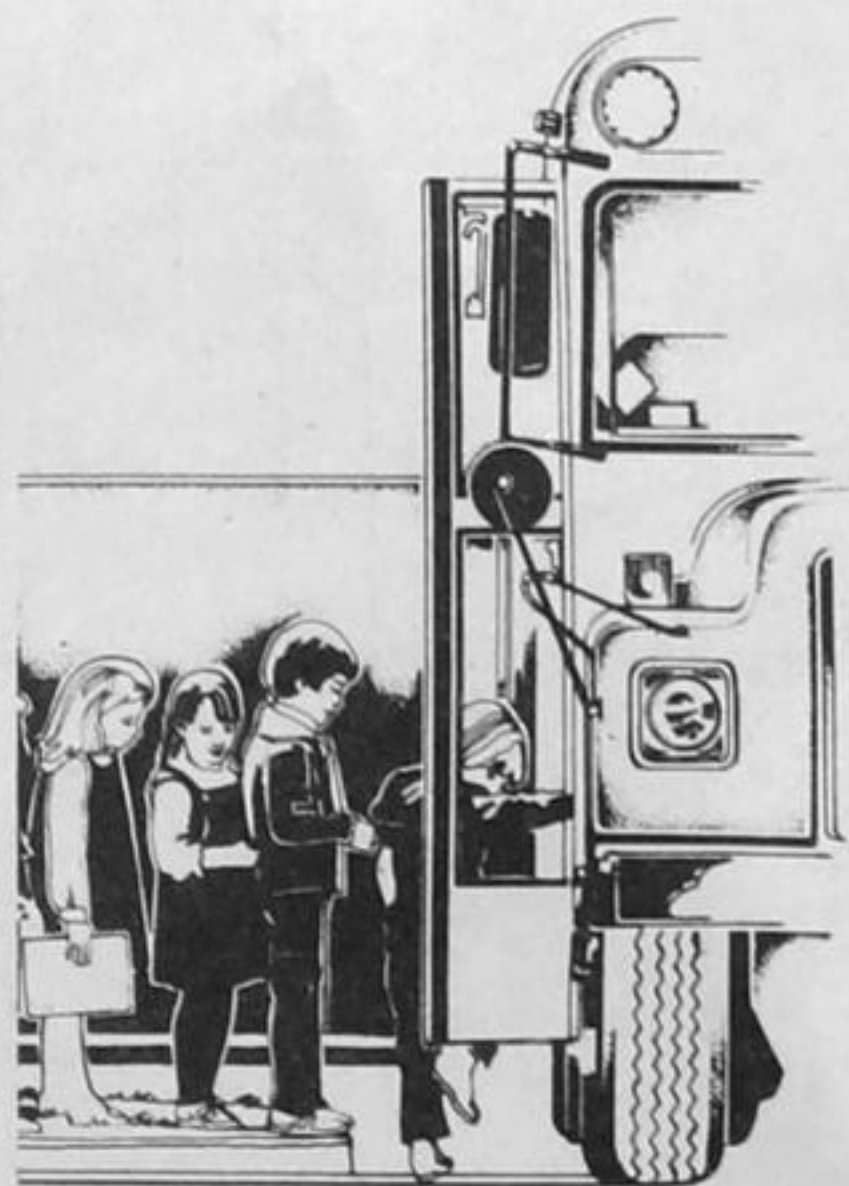
Thankyous 4.00 minimum paid with ad.

All classifieds should be paid for at time of insertion of ad. BIRTH, DEATH, WEDDING, GRADUATION NOTICES, ETC. are not accepted as these fall under the jurisdiction of the daily or weekly papers. This is the policy of the Directors. **CALENDAR & COMING EVENTS:** Items are included FREE in these areas if the items are submitted before deadline. Calendars items of necessity, must be brief. Coming Events items may NOT INCLUDE COST, TICKET SELLERS, ETC. and should not be unduly long. It is the responsibility of the organization/s to inform IN WRITING any changes relating to weekly events listed on the Calendar. It is also advisable to list items for Coming Events on separate sheet from the organization's news items.

N.B. Commercial enterprises MAY NOT use Calendar or Coming Events columns unless proceeds are going to charity or local service organization. Back Issues of the Lantern can be seen in the Elgin Branch Library. **PAYMENT OF ACCOUNTS;** We request all accounts be paid promptly and directed to the Lantern at : BOX 267, PORTLAND, ONT. KOG IVO

If you are paying on behalf of an organization, please state the organization and the number from your invoice (if not returning invoice with payment). This allows us to credit the correct account.

The Lantern reserves the right to adjust Ad sizes, depending on space available.



- Dr. J. Eric Curtis Lyndhurst 928-2116
- Lansdowne 659-2525
- Dr. Brian Trickey 359-1155
- Dr. N.W. Kerr 359-5711
- Dr. Stanley Webb 1-387-3124
- Residence 1-387-3373
- Rideau Medical Centre 272-2500
- Portland Health Centre 272-3302
- Family Focus 359-1069
- Red Cross Homemakers 359-5382
- V.O.N. Office 272-2343
- V.O.N. Seniors Support 359-1068
- AMBULANCE**
- Portland and Elgin 359-5390
- Anywhere in Ontario Zenith 90000
- Canadian Cancer Society 273-2184
- Wife Assault Helpline 1-800-267-9445
- Heart & Stroke Foundation of Ontario 345-6183
- Canadian Mental Health Association 345-0950
- Leeds & Grenville Interval House 1-800-267-4409
- Athens Veterinary Services 924-2009
- Dr. J. Reid - Dr. L. Hungate