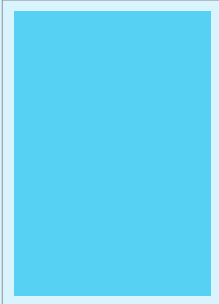
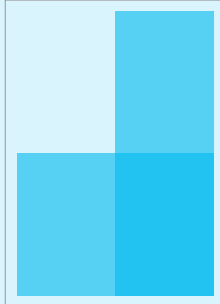


LOCAL BUSINESS ADVERTISING RATE CARD 2025

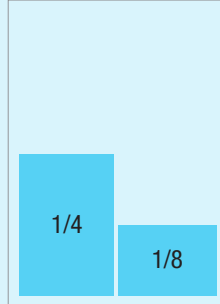
PUBLISH ON THE FINAL WEDNESDAY OF EACH MONTH, WITH THE ADVERTISING DEADLINE SET FOR 4 PM ON THE PRECEDING FRIDAY



Center Spread
W21.25 x H15.5 in
Full Page
W10.25 x H15.5 in



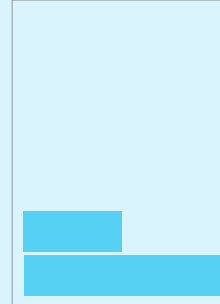
1/2 Page Horizontal
W10.25 x H7.67 in
1/2 Page Vertical
W5.04 x H15.5 in



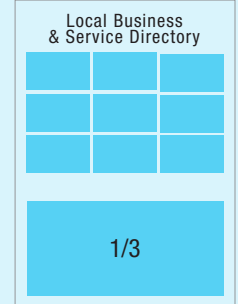
1/4 Page
W5.04 x H7.67 in
1/8 Page
W5.04 x H3.75 in



Earlug (EL)
W2.50 x H1.50 in
Side Lug (SL)
W1.91 x H1.91 in



Full Banner
W10.25 x H1.97 in
Half Banner
W5.04 x H1.97 in



Local Directory
W3.3 x H1.94 in
1/3 Page
W10.25 x H5.06 in

Pay Less More Exposure

Discounted Pricing for Multiple Titles

10% OFF when you choose two titles

15% OFF when you choose three titles

20% OFF when you choose for four titles

25% OFF when you choose five titles

LOCAL BUSINESS / SERVICE DIRECTORY

Have your company listing included in our business directory

\$25/ISSUE*

*Based on 12-month contract.
Size: 3.3 x 1.94 in (B&W)

Pay Less Advertise More

SAVE: SPECIAL DISCOUNT

3 issues 10%

6 Issues 15%

12 Issues 20%

Local charities, Nonprofit, Not-for-profit, and Community Services 10% OFF

Print Ad Size	Single Issue	Three Issues 10%	Six Issues 15%	Twelve Issues 20%	Add Color
Center Spread	\$2,550	\$1,458	\$1,300	\$1,152	\$450
Full Page	\$950	\$855	\$808	\$760	\$200
1/2 Half Page Horizontal / Vertical	\$450	\$405	\$383	\$360	\$125
1/3 One-Third Page	\$360	\$324	\$306	\$288	\$110
1/4 Quarter Page	\$250	\$225	\$213	\$200	\$100
1/8 Eighth Page	\$150	\$135	\$128	\$120	\$75
Front Page Earlug	\$200	\$180	\$170	\$160	Included
Front Page Banner Full / Half	\$500/\$300	\$450/\$270	\$425/\$255	\$400/\$240	Included
Front Page Side Lug	\$200	\$180	\$170	\$160	Included
Sports Page Earlug	\$125	\$113	\$106	\$100	Included
Inside Page Banner Full / Half	\$300/\$200	\$270/\$180	\$255/\$170	\$240/\$160	Included
Local Business/Service	\$30	\$27	\$26	\$24	N.A.

For prime page and section inclusion or page sponsorship please contact @ 226-780-1122 | publisher@diversityreporter.ca



• Issue and non-profit/charity discount are additive • Discount is not applied to added colour charge • Ad may be changed between issues for 10% of final rate

• Digital Files Only: Press-ready PDF (300dpi CMYK, fonts & images embedded), JPG, TIFF or EPS are accepted • Double-Check Files: Submitted file will be considered proofed. The publication will not be responsible for any errors in case where a proof has been sent but not approved. • The publication reserves the right to refuse publication of advertisements which are deemed libelous, discriminatory or in poor taste of the general public.

P.O. Box 21053 Campus
Guelph, ON N1G 4T3

M. A. Ross
Advertising & Sales Lead

226-780-1122
publisher@diversityreporter.ca

Support Local: The recent pandemic has been a challenging time for all. Large corporations closed your local community newspapers.

A small team of these shuttered newspapers gathered and revived local publications to serve your communities. These local newspapers are for the time we are living in. **We are the only print newspapers in your community. We have come up with special discounted rates to help businesses continue to reach customers and clients.**

We are not a large conglomerate. Our business is locally owned and operated, so our advertising dollars are invested back into your community. A dollar spent locally is estimated to be re-circulated at least 11 times. Our main office is located in **Comber, Ontario**. Our employees, vendors, freelancers, and writers are based throughout our newspaper distribution areas.

LOCAL BUSINESS ONLINE ADVERTISING RATE CARD 2025

Online Ad Spot	Size WxH (px)	Up to 30 Days	Up to 90 Days	Up to 180 Days	Up to 360 Days	Animation Extra Charge
Banner	728 x 90	\$179	\$152	\$147	\$141	\$30
Block	250 x 250	\$139	\$118	\$114	\$110	\$30
Button	125 x 125	\$40	\$34	\$33	\$32	\$30

SPONSORED CONTENT / ADVERTORIAL TARIFF 2025

Fully Written Original Content	Single Issue	Three Issues	Six Issues	Twelve Issues	Add Color
Half Page + Photo (500 Words)	\$700	\$630	\$595	\$574	N.A.
Full Page + Photo (1,000 Words)	\$1,350	\$1,215	\$1,148	\$1,107	N.A.
No Writing (direct text insertion from sponsor)					
Half Page + Photo (500 Words)	\$525	\$473	\$446	\$431	N.A.
Full Page + Photo (1,000 Words)	\$1,000	\$900	\$850	\$820	N.A.

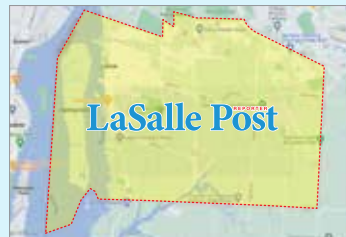
WE SERVE



Serving Belle River, Comber, Emeryville, Essex, Puce, Ruscom, St. Joachim, Stoney Point, Cottam, Tecumseh and Woodslee.



Covering Tilbury, Essex, Belle River, Comber, Emeryville, Puce, Ruscom, St. Joachim, Stoney Point, Cottam, Woodslee and Lakeshore



Covering LaSalle, Essex, Belle River, Comber, Emeryville, Puce, Ruscom, St. Joachim, Stoney Point, Cottam, Tecumseh, Woodslee and Tilbury

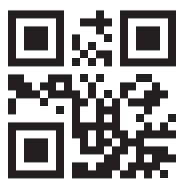


Serving Belle River, Comber, Emeryville, Essex, Puce, Ruscom, St. Joachim, Stoney Point, Cottam, LaSalle Tecumseh, Woodslee and Tilbury

Advertising Artwork Costs: To produce/design a PRINT (PDF) or DIGITAL (JPEG) advertisement: \$25 each. Each change/alteration thereafter: \$20.

Terms of Payment: Please note the following for all invoices issued after January 1st, 2023: If payment is not received by the end of the Net 30 time period, a late payment charge of 1.5% compounded monthly (19.56% per year) will be calculated from the due date and applied to your invoice for every 30 days since the end of the Net 30 period. There will be a charge of \$35 for a cheque or other debit item returned for insufficient funds (NSF).

General: Please proofread your ads carefully when a proof is submitted for your approval. Rates are subject to change without prior notice.



• Issue and non-profit/charity discount are additive • Discount is not applied to added colour charge • Ad may be changed between issues for 10% of final rate

• **Digital Files Only:** Press-ready PDF (300 dpi CMYK, fonts and images embedded), JPG, TIFF or EPS accepted • **Double-Check Files:** Submitted file will be considered proofed. The publication will not be responsible for any errors in case where a proof has been sent but not approved. • The publication reserves the right to refuse publication of advertisements which are deemed libelous, discriminatory or in poor taste of the general public.

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