

PRINT/PDF DISPLAY ADS 2017 RATE SHEET *WSV*

TECH & Deadlines

Page Size: 11" x 17"

Ad Files / Tech: **RGB colour** (300 dpi); PDF or jpg.

We will transpose to web-friendly & grayscale as required.

Insertion deadline (if design required)*: Wednesdays 5pm

Submission deadline (print-ready files): Thursdays 12 noon

* Supply logo & text

Additional design fees may apply:
\$75/production-hour (min \$31.50)

Ad bookings & inquiries:

Tel/Text: **250-217-5821**

Email: advertising@westshorevoicenews.com

Advertising info: www.westshorevoicenews.com

Mailing: **PO Box 851, Sooke, BC, Canada V9Z 1H8**

Admin Office HOURS: **Mon-Fri 10am to 5pm**

'A' CATEGORY - Placement on PAGE 1 only

Size A-1

2.0" x 2.5"

\$95

**only* top
left of pg1*

Best visibility!

Book this position well
in advance. This ad
position pops up first
on mobile devices.

Size A-2

2.5" x 2.0"

\$75.00 lower area pg.1

\$95.00 top right pg.1

10% off all regular 3-week
bookings does **not** apply to B-3 or D-11.
13% service organizations; 21% non-profits



SIZE A-3

2.15" x 0.7" **\$95**

ULTRA-TOP RIGHT pg 1 **new**

A-3 ad position appears above the masthead.

'B' CATEGORY - Placement on any INSIDE PAGE

Size B-3

2.0" x 1.5"

\$33.95

For simple messages
& business startups.

**Quick
& easy!**

Size B-4

2.5" x 2.0"

\$59.95

Continuous weekly run
gets discounted
to \$45 per week
(minimum 12 weeks).

Size B-5

2.5" x 2.5"

\$89.95

(Size A-4 if
top right on
pg.1: \$155)

**Now
2.5"
square**

**Most
popular
sizes!**

Size B-7

4.5" x 2.5"

\$145.00

Can also be vertical: 2.5" x 4.5"

Size B-6

2.5" x 3.5"

\$115

(Size A-5 if top right
on pg.1: \$159.95)

Can also be horizontal:
3.5" x 2.5"

SUPER-SIZE

Size C-9

1/4-page

5" x 7"

- front page = \$395
- inside page = \$295



BIG BANG!

Size C-10

4" x 5"

Feeling lucky?

This size can sometimes run with additional white space around the edges, effectively producing a 5" x 7" footprint.

- front page = \$275
- inside page = \$195

Community Courtesy Discounts

- 21% off for non-profits
 - 13% off for fee-based organizations
- For all print ads EXCEPT Size A-1, A-3, B-3 & D-11. CANNOT be combined with 3-week 10% discount.

When you receive these Courtesy Discounts, please mention West Shore Voice News as a sponsor on your website.



West Shore Voice News

The west side of VANCOUVER ISLAND



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More info on ADVERTISING page at:

www.westshorevoicenews.com

'D' CATEGORY HIGH LOCAL VISIBILITY

Size D-11 3.0" x 1.5" \$43.95

Top center in WSV

"What's Going On"

event listings section on the back page.

BONUS: also posted on the events page at

www.westshorevoicenews.com

'E' CATEGORY - SOCIAL MEDIA

Your paid PRINT AD also posted on Twitter & Facebook with news.

[One post \$7.95]

Includes extra timely Tweets if date-dependent.



Quality Twitter followers: decision-makers, thinkers, activists, change-agents and leaders in business & politics

Twitter:

Islandwide/BC/National: @VanIslandVOICE

West Side of the Island: @WestShoreVOICE

Langford / Colwood / ViewRoyal / Esquimalt /

Metchosin / Highlands / East Sooke / Juan de Fuca / CRD

Sooke local: @SookeVoiceLOCAL



Facebook:

Reliable news posted daily at WestShoreSookeVoiceNews.

'F' CATEGORY - WEB1

Your paid PRINT AD posted in the sidebar or on appropriate news subpage at

www.westshorevoicenews.com

\$15.95 per week

Breaking news by target region at:

www.westshorevoicenews.com

BC & NATIONAL

VANCOUVER ISLAND

WEST SHORE

SOOKE

'G' CATEGORY - WEB2

CUSTOM ONLINE AD

(presents as approx 400 pixels wide) posted on appropriate news subpage at

www.westshorevoicenews.com

\$7.95 per day [or \$55 per week]

Web Traffic: 64,000+ page visits per week (full WSV website, mid- 2016)