Proudly Serving the South Peace

THE DAWSON CREEK MIRROR

DawsonCreekMirror.ca

PUBLISHED EVERY THURSDAY IN PRINT AND SEVEN DAYS A WEEK ONLINE

Dawson Creek's Community Newspaper: The Mirror has been serving Dawson Creek and area since 1980; delivering a complete synopsis of the week's news, sports and community happenings with a selection of special interest material as well as being the source carrier for the week's advertising and inserts. The Mirror is available in office and at a number of community outlets and delivered by carriers to all householders and businesses in Dawson Creek and surrounding areas on Thursdays.

Glacier Media Inc.

901-100th Ave. Dawson Creek, BC V1G 1W2
Telephone: **250-782-4888 • national@dcdn.ca**
Nationals/Careers/Classifieds: Nicole Palfy, npalfy@dcdn.ca
Regional Manager: William Julian, wj@ahnfsj.ca
Ad Material: compose@dcdn.ca

DISPLAY ADVERTISING RATES

***FRONT PAGE AD LAYOUT**

A: 2 COL X 35 (2.5" X 2.5") **$500.00**

B: 2 COL X 98 (1.7788" X 7.00") **$500.00**

C: 10 COLUMNS X 42 (9.4488" X 3.00") **$800.00**

FULL PAGE
10 COLUMNS X 176
(9.4488" X 12.57")
$1988.80 BW
$2488.80 4C

1/2 PAGE HORIZONTAL
10 COLUMNS X 87
(9.4488" X 6.29")
$983.10 BW
$1483.10 4C

1/2 PAGE VERTICAL
5 COLUMNS X 176
(4.6544" "X 12.57")
$994.40 BW
$1494.40 4C

1/3 PAGE
10 COLUMNS X 58
(9.4488" X 4.14")
$655.40 BW
$1155.40 4C

Colour

Spot Colour
$150
Full Colour:
$500

Guaranteed Placement
+25% Surcharge

1/4 PAGE HORIZONTAL
10 COLUMNS X 50
(9.4488" X 3.64")
$565.00 BW
$1065.00 4C

1/4 PAGE VERTICAL
5 COLUMNS X 87
(4.6544" X 6.29")
$491.55 BW
$991.55 4C

1/8 PAGE
5 COLUMNS X 50
(4.6544" X 3.64")
$282.50 BW
$782.50 4C

BUS CARD
3 COLUMNS X 28
(2.7366" X 2.00")
$94.92 BW • $594.92 4C

BANNER
10 COLUMNS X 30
(9.4488" X 2.14")
$339.00 BW • $839.00 4C

1/12 PAGE
2 COLUMNS X 87
(1.7778" X 6.29")
OR
5 COLUMNS X 35
(4.6544" X 2.5")
$197.75 BW
$697.75 4C

Booking Deadline:
Friday, 12 Noon

Material Deadline:
Monday 12 Noon

Press-Ready Requirements

Creative services are included in the cost of advertising.

FILES & FORMATS

Camera-ready ads must be in the following file types: .pdf .eps or an .idml (indesign)
Links must be embedded and fonts converted to outlines. Graphical ad components must be a minimum of 180 dpi and should be: .tif .jpg .psd .ai .eps OR .pdf

WE CANNOT ACCEPT MICROSOFT PUBLISHER OR WORD FILES AS PRESS READY.

To post files to The Mirror's FTP site, all users require FTP software.

The login information will be provided with booking confirmation.

Frequency & Volume Discount

NUMBER OF INSERTIONS	DISCOUNT
4 INSERTIONS	5%
13+ INSERTIONS	10%
26+ INSERTIONS	20%
52 INSERTIONS	25%
NON-PROFIT	50%

CANCELLATIONS

Display ads cancelled after deadline will be invoiced at 50% of the invoiced rate.

Technical & Mechanical:

1 col:	0.8189"
2 col:	1.7778"
3 col:	2.7366"
4 col:	3.6955"
5 col:	4.6544"
6 col:	5.6133"
7 col:	6.5722"
8 col:	7.5311"
9 col:	8.4899"
10 col:	9.4488"

MINIMUM & MAXIMUM REQUIREMENT:

Full Depth/Column: 176 Lines
FPage: 1760L DBL Truck: 3520L
*Ads over 160 agate lines charged as a full column.

Area Distribution:

Dawson Creek	6044
DC Rural Routes	421
Chetwynd	500
Pouce Coupe	360
Bonanza	60
Arras	180
Tomslake	90
Baytree	60
Groundbirch	80
Rolla	100
Farmington	65
Progress	40
Total:	**8000**

Classified/Carreer Rate

$1.13 per agate line – **BW**
$1.42 per agate line – **4C**
$15.00 surcharge per campaign
Classified Box Charge:
Reply Box: $20.00

Inserts

Delivered to your doorstep

Reach 8000 homes and businesses in Dawson Creek and surrounding area.

Deadline: Monday, 4 Days previous
Under 75g Insertion/1000: $90.00 (Net)
Over 75g Insertion/1000: $125.00 (Net)
Over 200g Insertion/1000: $350.00 (Net)