April 1, 2021 to December 31, 2021

All reader facing products produced by the Times Colonist have grown over the past year, none as explosively as the website which currently has over four million page views per month from in excess of one million unique visitors per month.

**Broadsheet Modular**
5 columns x 8 rows. (see Specifications Chart)
1 to 11 insertions per year, $110 per square
12 to 24 insertions per year, $85 per square
25+ insertions per year, and TC Extra Extra, $75 per square

**Tabloid Modular**
5 columns x 5 rows. (see Specifications Chart)
$60 per square

**BANNERS**
- A1 $1000
- Section Front $750
- Inside Section Front $600
- 5 Col x 28 agates (10.5” x 2”)

**BIG BANNERS**
- A1 $2000
- Section Front $1500
- Inside Section Front $1200
- 5 Col x 10 agates (10.5” x 0.714”)

**SKY BANNERS**
- A1 $500
- All others $400
- 5 Col x 50 agates (10.5” x 3.57”)

**POST IT NOTES**
- Broadsheet $12000
- Tabloid $6000

**WRAPS**
- A1 $2000
- Section Front $1500
- Inside Section Front $1200
- 5 Col x 50 agates (10.5” x 3.57”)

**EXTRA EXTRA** Premium inventory 50% off TC rates

**CONTESTS** Half page print, 30,000 impressions, e-blast start end of week. Social media.

**TC Website Community Display**

<table>
<thead>
<tr>
<th>Size</th>
<th>With Print</th>
<th>Without print</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:1</td>
<td>$10/thousand</td>
<td>$20/thousand</td>
</tr>
<tr>
<td>1:2</td>
<td>$12/thousand</td>
<td>$25/thousand</td>
</tr>
<tr>
<td>3:1</td>
<td>$12/thousand</td>
<td>$25/thousand</td>
</tr>
<tr>
<td>6:1</td>
<td>$10/thousand</td>
<td>$20/thousand</td>
</tr>
<tr>
<td>Tiles</td>
<td>$15/thousand</td>
<td>$30/thousand</td>
</tr>
<tr>
<td>Persistent Mobile</td>
<td>$15/thousand</td>
<td>$30/thousand</td>
</tr>
<tr>
<td>Page takeover</td>
<td>$30/thousand</td>
<td>$60/thousand</td>
</tr>
</tbody>
</table>

**Sponsored content**
Includes 50,000 impressions, social media
- 250 reads, $1,498
- 500 reads, $2,148
- 1,000 reads, $2,988

**Other Services:**
Programmatic, Social, Web design, SEO, SEM, Video