

|                      |           |           |           |            |            |
|----------------------|-----------|-----------|-----------|------------|------------|
| <b>1 page</b>        | <b>1x</b> | <b>3x</b> | <b>6x</b> | <b>12x</b> | <b>14x</b> |
|                      | \$220     | \$200     | \$180     | \$160      | \$140      |
| <b>1/2 page</b>      | <b>1x</b> | <b>3x</b> | <b>6x</b> | <b>12x</b> | <b>16x</b> |
|                      | \$140     | \$125     | \$110     | \$95       | \$80       |
| <b>1/4 page</b>      | <b>1x</b> | <b>3x</b> | <b>6x</b> | <b>12x</b> | <b>16x</b> |
|                      | \$90      | \$85      | \$80      | \$75       | \$70       |
| <b>1/6 page</b>      | <b>1x</b> | <b>3x</b> | <b>6x</b> | <b>12x</b> | <b>16x</b> |
|                      | \$75      | \$70      | \$65      | \$60       | \$55       |
| <b>1/8 page</b>      | <b>1x</b> | <b>3x</b> | <b>6x</b> | <b>12x</b> | <b>16x</b> |
|                      | \$65      | \$60      | \$55      | \$50       | \$45       |
| <b>Business Card</b> | <b>1x</b> | <b>3x</b> | <b>6x</b> | <b>12x</b> | <b>16x</b> |
|                      | \$15      | \$15      | \$15      | \$15       | \$15       |



**NEW Online Big Box Ads Available!**  
**Only \$15**

[www.chronicle.durhamcollege.ca](http://www.chronicle.durhamcollege.ca)



## Mechanical Requirements:

Page size: 10 5/8" x 16"

Column width: 12 picas

Format: CNU Tabloid

5 Standard 12 pica columns

1 pica gutter (between columns)

Client Developed / Supplied Ads - Follow supplied size sheet

## Material Deadline:

Client supplied, material due at time of space booking (Wednesday) - PDF only

## Colour Rates:

\$75 applies for 1/2 page and Full page ads only

## Terms:

Payment is due 15 days from time of invoice

## Agency Commission:

15% to recognized agencies  
No cash discounts