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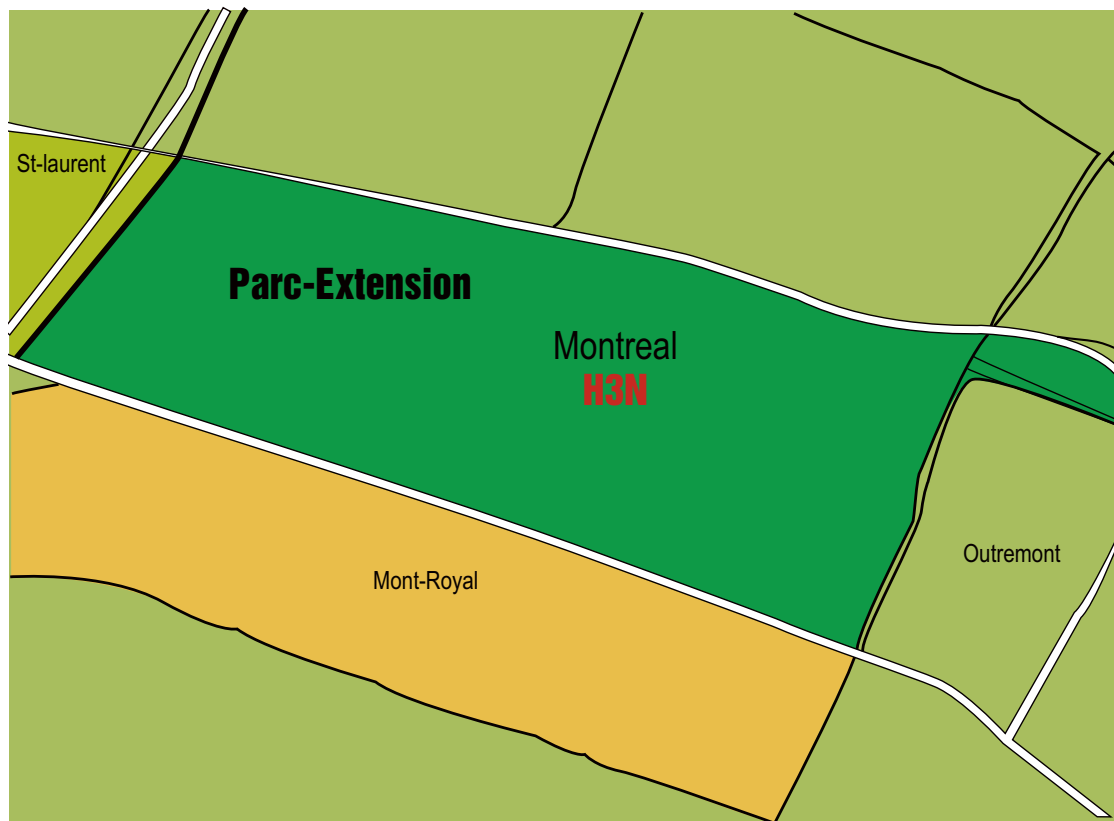
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Page format: 1600 L Agates (11x15)

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## Notes

All ads are subject to the approval of the editor.

These rates are subject to change without notice.

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## MECHANICAL REQUIREMENTS

Printed	On Monday
Day of publication	Tuesday
Deadline	Previous Friday 4:00 pm
Reservation deadline	Previous Friday 4:00 pm
Format	tabloïde 8 columns by 200 lignes

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# 2012 Publication Dates

RESERVATION	SPECIAL SECTION	PUBLICATION DATE
January 9, 2012	Winter education programs	<b>January 14, 2012</b>
January 23, 2012	Winter education programs / RRSP	<b>January 28, 2012</b>
February 6, 2012	Valentine's (Feb. 14) / RRSP	<b>February 11, 2012</b>
February 20, 2012	RRSP	<b>February 25, 2012</b>
March 5, 2012	St. Patrick (Mar. 17)	<b>March 10, 2012</b>
March 19, 2012	Construction & Renovation	<b>March 24, 2012</b>
April 2, 2012	Passover (Apr. 7) - Easter (Apr. 8)	<b>April 7, 2012</b>
April 16, 2012		<b>April 21, 2012</b>
April 30, 2012	Mother's Day (May 13)	<b>May 5, 2012</b>
May 14, 2012	Victoria Day (May 21)	<b>May 19, 2012</b>
May 28, 2012		<b>June 2, 2012</b>
June 11, 2012	Father's Day (June 17) / Quebec Nat. Holiday (June 24)	<b>June 16, 2012</b>
June 25, 2012	Canada Day (July 1)	<b>June 30, 2012</b>
July 9, 2012	Welcome New Residents	<b>July 14, 2012</b>
August 6, 2012	Back to school	<b>August 11, 2012</b>
August 20, 2012	Labor Day (Sept. 3)	<b>August 25, 2012</b>
September 3, 2012	Rosh Hashanah (Sept. 17)	<b>September 8, 2012</b>
September 17, 2012	School Open house	<b>September 22, 2012</b>
October 1, 2012	Thanksgiving (Oct. 8)	<b>October 6, 2012</b>
October 15, 2012	Halloween (Oct. 31)	<b>October 20, 2012</b>
October 29, 2012	Winter programs / Remembrance Day (Nov. 11)	<b>November 3, 2012</b>
November 12, 2012	Winter programs	<b>November 17, 2012</b>
November 26, 2012	Winter programs	<b>December 1, 2012</b>
December 10, 2012	Chanukah (Dec. 9-16) / Christmas (Dec. 25)	<b>December 15, 2012</b>

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# Rates for 2012

## Page 2\*

800 lines including 4 color process \$2,090  
1600 lines incl. 4 color process \$3,290

## Inside back cover\*

800 lines incl. 4 color process \$1,750  
1600 lines incl. 4 color process \$2,850

## Back cover\*

1600 lines incl. 4 color process \$3,290

## Inside pages

Guaranteed position: Pg:2, 3, 5 or 6 (+50%)  
other + 25%

Per color: \$250\*  
4 color process: \$650\*

\*subject to availability

## Flyers, advertorials, inserts and special projects

Rates on request.

**Translation and concept design available**

## Digital Material

• PDF format in CMYK separation

## Method of payment

  or check.

# FORMATS

<b>1 PAGE</b> \$1,760	8x200 lignes 10"x14"																														
<b>DOUBLE PAGE</b> \$3,740	17x200 lignes 21"x14"																														
<b>1/2 PAGE</b> \$880	8x100 lignes 10"x7"	4x200 lignes 5" X 14"	6x133 lignes 7.5"x9.5"																												
<b>600 LINES</b> \$660	8x75 lignes 10"x5.3"	6x100 lignes 7.5"x7"	4x150 lignes 5"x10.75"																												
<b>1/4 PAGE</b> \$440	8x50 lignes 10"x3.59"	4x100 lignes 5"x7"	2x200 lignes 2.45"x14"	6x66 lignes 7.5"x4.75"																											
<b>1/8 PAGE</b> \$220	4x50 lignes 5"x3.59"	2x100 lignes 2.45"x7"																													
<b>"EAR"</b> POSITION Subject to availability	<table border="1"> <tr> <td>A</td> <td>B</td> <td colspan="2">Rates for "ears"</td> </tr> <tr> <td colspan="2">Page 1</td> <td>A- 350\$</td> <td>B- 650\$</td> </tr> <tr> <td colspan="2"></td> <td>C- 1200\$</td> <td>D- 500\$</td> </tr> <tr> <td colspan="2"></td> <td>C+D-1400\$</td> <td></td> </tr> <tr> <td>C</td> <td>D</td> <td colspan="2">C+D:2.5"x10"</td> </tr> <tr> <td colspan="2"></td> <td colspan="2">A-2.51"x2.13"</td> </tr> <tr> <td colspan="2"></td> <td colspan="2">B-2.49"x2.14"</td> </tr> </table>			A	B	Rates for "ears"		Page 1		A- 350\$	B- 650\$			C- 1200\$	D- 500\$			C+D-1400\$		C	D	C+D:2.5"x10"				A-2.51"x2.13"				B-2.49"x2.14"	
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Send us your ads in high quality PDF format in CMYK separation.

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