

# CLASSIFIED ADVERTISING RATES 2017

Canada's #1 national newspaper is your connection to the most influential and responsive audience.

## REAL ESTATE

	Metro 1-9 Lines	Metro 10+ Lines	National 1-9 Lines	National 10 + Lines
1-2 days	\$23.77	\$11.35	\$28.82	\$16.26
3-5 days	19.61	10.83	24.56	14.14
6-30 days	11.94	8.84	17.41	11.57

## REAL ESTATE PHOTO ADS

Metro	30 Line Unit (Colour)	Additional Lines (Colour)
Friday	\$412.50	\$13.75

National	30 Line Unit (Colour)	Additional Lines (Colour)
Friday	\$593.40	\$19.78

## COMMERCIAL REAL ESTATE FEATURE (APPEARS IN ROB)

30 Line Minimum	National per Line
Tuesday and Thursday (2nd day is no charge)	\$25.60
Thursday only	19.20

All insertions must appear in the same week.  
Additional 25% for colour.

## BUSINESS CLASSIFIEDS (APPEARS IN ROB)

3 Line Minimum	National per Line
1-2 days	\$39.12
3-5 days	25.05
6-29 days	16.14
30 days	11.62

## FRANCHISES (APPEARS IN ROB)

	National per Line
1-4 days	\$21.71
5-8 days	20.17
9-24 days	18.87
25-52 days	17.72

## NATIONAL PERSONALS

New Frequency Program	National per Line
1X	\$20
2-6x	17.50
7-12x	15

## CLASSIFIED EMPLOYMENT

3 Line Minimum	Metro per Line	National per Line
3 days	\$49.29	\$53.01

## VITAL NOTICES: DEATH NOTICES

	National per line
1 day	\$11.31
2 days	10.68
3+ days	first two 9.49 additional 5.69

## ALL OTHER VITAL NOTICES

	Weekday per line	Saturday per Line
1 day	\$11.00	\$11.60
2 days	9.86	10.36
3 days	9.13	9.65

## ADDITIONAL OPTIONS FOR VITALS

	Additional cost, per day
Photograph and borders	\$220
Logo/heading	37
Border only	115
Double photo & border	330

## PRIVATE PARTY

	Weekday per Line	Saturday per Line
1-3 days	\$12.80	\$18.65
4-6 days	10.73	16.52
7 days	9.36	14.23

First week at full price, then unlimited 1/2 price weeks for private sales & rentals (automotive excluded)

## NATIONAL EDITION

**1,168,000**

average weekday readers

**1,887,000**

average weekend readers

## METRO EDITION

**662,000**

average weekday readers

**928,000**

average weekend readers

## Please note:

- Rates are effective January 1, 2017
- Rates are net, in CDN dollars.
- Ads are minimum of 3 lines unless stated otherwise.
- For Automotive advertising, please call for rates.

## COMMERCIAL

	Metro per Line	National per Line
1-3 days	\$25.28	\$30.63
4-6 days	23.18	28.55
7-13 days	21.08	26.33
14-29 days	20.13	25.44
30+ days	19.00	24.17

# CLASSIFIED ADVERTISING DEADLINES

ADVERTISING FEATURE/PUBLISHING DAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<b>BUSINESS CLASSIFIEDS</b>						
Pubset Booking & Copy	3:30pm Wed	3:30pm Thurs	3:30pm Fri	3:30pm Mon	3:30pm Tues	3:30pm Wed
Camera Ready Booking	3:30pm Thurs	3:30pm Fri	3:30pm Mon	3:30pm Tues	3:30pm Wed	3:30pm Thurs
Camera Ready Material	4:30pm Thurs	4:30pm Fri	4:30pm Mon	4:30pm Tues	4:30pm Wed	4:30pm Thurs
Copy Changes (display)	2:00pm Fri	2:00pm Mon	2:00pm Tues	2:00pm Wed	2:00pm Thurs	2:00pm Fri
Copy Changes (liners)	3:30pm Thurs	3:30pm Fri	3:30pm Mon	3:30pm Tues	3:30pm Wed	3:30pm Thurs
<b>CLASSIFIED</b>						
Liner ads (excluding Auto and Real Estate)	4:30pm Fri	2:30pm Mon	2:30pm Tues	2:30pm Wed	2:30pm Thurs	2:00pm Fri
Automotive Liner Ads	4:30pm Fri	2:30pm Mon	2:30pm Tues	n/a	2:30pm Thurs	2:00pm Fri
Real Estate Display (2+ columns)	4:00pm Thurs	4:00pm Fri	4:00pm Mon	12:00 noon Tues	12:00 noon Tues	4:00pm Thurs
Real Estate Display (1 column)	1:30pm Fri	12:00 noon Tues	12:00 noon Tues	12:00 noon Tues	12:00 noon Tues	12:00 noon Fri
Real Estate Liner Ads	4:30pm Fri	2:30pm Mon	2:30pm Tues	2:30pm Wed	2:30pm Wed	2:00pm Fri
<b>BIRTHS &amp; DEATHS</b> text only	4:00pm Fri	4:00pm Mon	4:00pm Tues	4:00pm Wed	4:00pm Thurs	4:00pm Fri
<b>BIRTHS &amp; DEATHS</b> with photo	3:00pm Fri	3:00pm Mon	3:00pm Tues	3:00pm Wed	3:00pm Thurs	3:00pm Fri

## Take the next step

Contact our team for more information and to book your advertising

TEL 416.585.5111

TOLL FREE 1.866.999.9237

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