

CLASSIFIED ADVERTISING RATES 2018

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	Colour	B/W
Tuesday and Thursday (2nd day is no charge)	\$32.96	\$26.37
Thursday only	24.72	19.78

All insertions must appear in the same week.

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

DEATH NOTICES

	1 col per line	2 col per line
1 day	\$13.57	\$14.14
2 days	12.82	13.35
3+ days	first two 11.39 Additional 6.83	first two 11.86 Additional 7.11

ALL OTHER VITAL NOTICES

	1 col, per line weekday	1 col, per line weekday	1 col, per line weekday	1 col, per line weekday
1 day	\$11.11	\$13.75	\$11.72	\$14.50
2 days	9.96	12.32	10.46	12.95
3+ days	9.22	11.41	9.75	12.06

ADDITIONAL OPTIONS FOR VITALS

	Additional cost, per day
Double photo and border	\$350
Photograph and borders	230
Border only	125
Logo/heading	37

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
1,080,000
average weekday readers

1,910,000
average weekend readers

METRO EDITION
609,000
average weekday readers

992,000
average weekend readers

Please note:

- Rates are effective January 1, 2018
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

CLASSIFICATION	PUBSET	PUBLISHING DAY/BOOKING DATE	C/R MATERIAL	FINAL CHANGES
B-B Classified (5000-5999)	3 bus days prior @ 3:30pm	2 bus days prior @ 3:30 pm	2 bus days prior @ 4:30 pm	1 bus day prior at 2 pm
Vitals (B&D) - with photo	day prior @ 3 pm	day prior 4 pm	day prior 4 pm	day prior @ 4 pm
Vitals (B&D) - text only	day prior @ 4 pm	day prior 4 pm	day prior 4 pm	day prior @ 4 pm
Classified liners (excl Auto/RE)		Mon: Fri @ 4:30		
		Tue - Fri: day prior @ 2 pm		
		Sat: Fri @ 1:30 pm		
Classified Display (excl Auto/RE)	Mon: Fri @ noon	Mon: Fri @ 4:30	Mon: Fri @ 4:30pm	Mon: Fri @ 4 pm
	Tue - Fri: day prior 10 am	Tue - Fri: day prior @ 2 pm	Tue-Fri: day prior @ 2 pm	Tue - Fri: day prior @ 1:30 pm
	Sat: day prior @ noon	Sat: Fri @ 1:30 pm	Sat: Fri @ 1:30 pm	Sat: Fri @ 1:30 pm
Classified Auto	Mon: Fri @ noon	Mon: Fri @ 4:30	Mon: Fri @ 4:30pm	Mon: Fri @ 4 pm
	Tue - Thu: day prior 10 am	Tue - Thu: day prior @ 2 pm Fri: N/A see Drive section deadlines	Tue - Thu: day prior @ 2 pm	Tue - Thu: day prior @ 1:30 pm
	Sat: Fri @ 10 am	Sat: Fri @ 1:30 pm	Sat: Fri @ 2 pm	Sat: Fri @ 1:30 pm
Classified Real Estate	Mon: Fri @ noon	Mon: Fri @ 4:30pm	Mon: Fri @ 4:30pm	Mon: Fri @ 4 pm
	Tue - Thu: day prior 10 am	Tue - Thu: day prior @ 2 pm	Tue - Fri: day prior @ 2 pm	Tue - Fri: day prior @ 1:30 pm
	Fri: Mon @ noon	Fri: Mon @ 4 pm	Fri: Tue @ noon	Fri: Tue @ noon
	Sat: Fri @ 10 am	Sat: Fri @ 1:30 pm	Sat: Fri @ 2 pm	Sat: Fri @ 1:30 pm

Take the next step

Contact our team for more information and to book your advertising

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