

# CLASSIFIED ADVERTISING RATES 2019

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	19.28

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	\$13.75	\$19.78

## DEATH NOTICES

	1 col per line	2 col per line
1 day	\$14.25	\$14.85
2 days	13.46	14.02
3+ days	first two \$11.95 Additional \$7.17	first two \$12.45 Additional \$7.47

## IN MEMORIAM

	1 col per line	2 col per line
1 day	\$11.99	\$14.85
2 days	11.55	14.02
3+ days	first two \$10.27 Additional \$6.15	first two \$12.45 Additional \$7.47

## SOCIAL AND BIRTH NOTICES

	1 col, per line weekday	2 col, per line weekday	1 col, per line weekend	2 col, per line weekend
1 day	\$11.67	\$14.44	\$12.31	\$15.23
2 days	10.46	12.94	10.98	13.60
3+ days	9.68	11.98	10.24	12.66

## ADDITIONAL OPTIONS FOR VITALS

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

## Please note:

- Rates effective January 1, 2019  
Rates are net, in CDN dollars.
- Ads are minimum of 3 lines unless stated otherwise.
- For Automotive advertising, please call for rates.

## NATIONAL EDITION

**848,000**

average weekday readers

**1,602,000**

average weekend readers

## METRO EDITION

**571,000**

average weekday readers

**963,000**

average weekend readers

## 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)

## 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-B Classified (5000-5999)</b>	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
<b>Vitals (B&amp;D) - with photo</b>	day prior @ 3 pm	day prior 4 pm	day prior 4 pm	day prior @ 4 pm
<b>Vitals (B&amp;D) - text only</b>	day prior @ 4 pm	day prior 4 pm	day prior 4 pm	day prior @ 4 pm
<b>Classified liners (excl Auto/RE)</b>		<b>Mon:</b> Fri @ 4:30		
		<b>Tue - Fri:</b> day prior @ 2 pm		
		<b>Sat:</b> Fri @ 1:30 pm		
<b>Classified Display (excl Auto/RE)</b>	<b>Mon:</b> Fri @ noon	<b>Mon:</b> Fri @ 4:30	<b>Mon:</b> Fri @ 4:30pm	<b>Mon:</b> Fri @ 4 pm
	<b>Tue - Fri:</b> day prior 10 am	<b>Tue - Fri:</b> day prior @ 2 pm	<b>Tue-Fri:</b> day prior @ 2 pm	<b>Tue - Fri:</b> day prior @ 1:30 pm
	<b>Sat:</b> day prior @ noon	<b>Sat:</b> Fri @ 1:30 pm	<b>Sat:</b> Fri @ 1:30 pm	<b>Sat:</b> Fri @ 1:30 pm
<b>Classified Auto</b>	<b>Mon:</b> Fri @ noon	<b>Mon:</b> Fri @ 4:30	<b>Mon:</b> Fri @ 4:30pm	<b>Mon:</b> Fri @ 4 pm
	<b>Tue - Thu:</b> day prior 10 am	<b>Tue - Thu:</b> day prior @ 2 pm	<b>Tue - Thu:</b> day prior @ 2 pm	<b>Tue - Thu:</b> day prior @ 1:30 pm
		<b>Fri:</b> N/A see Drive section deadlines		
	<b>Sat:</b> Fri @ 10 am	<b>Sat:</b> Fri @ 1:30 pm	<b>Sat:</b> Fri @ 2 pm	<b>Sat:</b> Fri @ 1:30 pm
<b>Classified Real Estate</b>	<b>Mon:</b> Fri @ noon	<b>Mon:</b> Fri @ 4:30pm	<b>Mon:</b> Fri @ 4:30pm	<b>Mon:</b> Fri @ 4 pm
	<b>Tue - Thu:</b> day prior 10 am	<b>Tue - Thu:</b> day prior @ 2 pm	<b>Tue - Fri:</b> day prior @ 2 pm	<b>Tue - Fri:</b> day prior @ 1:30 pm
	<b>Fri:</b> Mon @ noon	<b>Fri:</b> Mon @ 4 pm	<b>Fri:</b> Tue @ noon	<b>Fri:</b> Tue @ noon
	<b>Sat:</b> Fri @ 10 am	<b>Sat:</b> Fri @ 1:30 pm	<b>Sat:</b> Fri @ 2 pm	<b>Sat:</b> Fri @ 1:30 pm

## Take the next step

Contact our team for more information and to book your advertising

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