

CLASSIFIED ADVERTISING RATES 2021

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, TUESDAYS)

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

Minimum size is 1 x 50

Please note:

- Rates are effective January 1, 2020 Rates are net, in CDN dollars.
- Ads are minimum of 3 lines unless stated otherwise.
- For Automotive advertising, please call for rates.

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	14.96	15.59
2 days	14.13	14.72
3+ days	first 2 days 12.55 additional 7.53	first two days 13.07 additional 7.84

IN MEMORIUM

	Weekday per Line	Saturday per Line
1 day	12.59	15.59
2 days	12.13	14.72
3+ days	First two 10.78 additional 6.46	First two 13.07 additional 8.09

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	12.25	15.16	12.93	15.99
2 days	10.98	13.59	11.53	14.28
3+ days	10.16	12.58	10.75	13.29

ADDITIONAL OPTIONS FOR VITALS

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



NATIONAL EDITION
869,000
average weekday readers

1,823,000
average weekend readers

METRO EDITION
563,000
average weekday readers

1,069,000
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 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 pm Tue - Fri: day prior @ 2 pm Sat: Fri @ 1:30 pm		
Classified Display (excl Auto/RE)	Mon: Fri @ noon Tue - Fri: day prior 10 am Sat: day prior @ noon	Mon: Fri @ 4:30 pm Tue - Fri: day prior @ 2 pm Sat: Fri @ 1:30 pm	Mon: Fri @ 4:30pm Tue-Fri: day prior @ 2 pm Sat: Fri @ 1:30 pm	Mon: Fri @ 4 pm Tue - Fri: day prior @ 1:30 pm Sat: Fri @ 1:30 pm
Classified Auto	Mon: Fri @ noon Tue - Thu: day prior 10 am Sat: Fri @ 10 am	Mon: Fri @ 4:30 pm Tue - Thu: day prior @ 2 pm Fri: N/A see Drive section deadlines Sat: Fri @ 1:30 pm	Mon: Fri @ 4:30pm Tue - Thu: day prior @ 2 pm Sat: Fri @ 2 pm	Mon: Fri @ 4 pm Tue - Thu: day prior @ 1:30 pm Sat: Fri @ 1:30 pm
Classified Real Estate	Mon: Fri @ noon Tue - Thu: day prior 10 am Fri: Mon @ noon Sat: Fri @ 10 am	Mon: Fri @ 4:30 pm Tue - Thu: day prior @ 2 pm Fri: Mon @ 4 pm Sat: Fri @ 1:30 pm	Mon: Fri @ 4:30pm Tue - Fri: day prior @ 2 pm Fri: Tue @ noon Sat: Fri @ 2 pm	Mon: Fri @ 4 pm Tue - Fri: day prior @ 1:30 pm Fri: Tue @ noon Sat: Fri @ 1:30 pm

Take the next step


Contact our team for more information
and to book your advertising

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