Classified Advertising Rates 2023

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, 2023 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

IN MEMORIUM AND DEATH NOTICES

Weekdays	1 column per line	2 column, per line
1 day	$15.71	$16.37
2 days	14.84	15.46
3+ days	first 2 days 13.18 additional 7.91	first two days 13.72 additional 8.23
Saturday	**1 column per line**	**2 column, per line**
1 day	$16.46	$17.15
2 days	15.54	16.19
3+ days	first 2 days 13.81 additional 8.21	first two days 14.38 additional 8.62

SOCIAL AND BIRTH NOTICES

Weekdays	1 col, per line	2 col, per line
1 day	$12.86	$15.92
2 days	11.53	14.27
3+ days	10.69	13.21
Saturday	**1 col, per line**	**2 col, per line**
1 day	$13.58	$16.79
2 days	12.11	14.99
3+ days	11.29	13.95

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

Source: Vividata SCC Fall 2022, National and Metro Edition (Ontario)

NATIONAL EDITION

643,000
average weekday readers

1,713,000
average weekend readers

METRO EDITION

354,000
average weekday readers

1,713,000
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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