



### ADVERTISING CONTACT

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### ADVERTISING & PRODUCTION

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### WEB PAGE

rainyriverrecord.com

### TECHNICAL INFORMATION

The Rainy River Record prefers to receive ads in PDF format. The adobe Acrobat files must use only "Postscript" Type 1 fonts. All fonts and images must be included in the PDF file.

The output from Acrobat Distiller should be print optimized with the resolution set at 1200 dpi.

## RECORDING THE HISTORY OF THE RAINY RIVER DISTRICT SINCE 1919

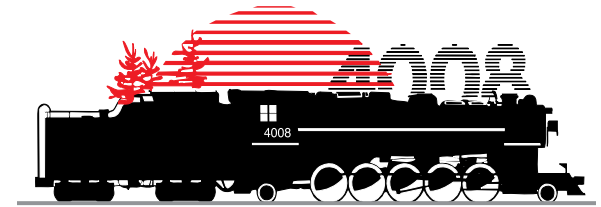
Distribution area includes:

- Rainy River
- Pinewood
- Stratton
- Sleeman
- Gameland
- Bergland
- Morson
- Barwick
- Nestor Falls
- Emo
- Devlin
- LaVallee
- Fort Frances
- Baudette, MN

### COLUMN WIDTH

- 1 col . . . . . 1.8 inches
- 2 col . . . . . 3.85 inches
- 3 col . . . . . 6 inches
- 4 col . . . . . 8.1 inches
- 5 col . . . . . 10.125 inches
- Depth . . . . . 15 inches or 210 lines

# Rainy River Record

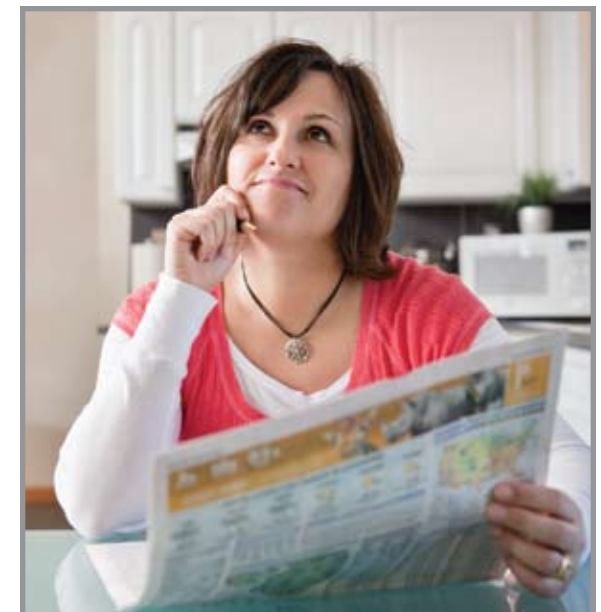


312 Third Street, Rainy River, ON 807-852-3366

## 2011 ADVERTISING RATES

Effective February 1, 2011

email: advertising@rainyriverrecord.com  
email: production@rainyriverrecord.com  
website: rainyriverrecord.com





## Local Display Rates

(per column inch)

Display Two (2) to ten (10) col/inch. . . . .	\$9.20
Over ten (10) to sixty(60) col/inch. . . . .	\$8.88
Over sixty (60) col/inch . . . . .	\$8.56
Full Page . . . . .	\$642.00
1/2 Page . . . . .	\$333.00
1/4 Page . . . . .	\$166.50

### Ads from the Fort Frances Times re-printed in the Rainy River Record

(no changes) . . . . . **\$6.02 per col/in**

### Ads from the Rainy River Record re-printed in the Fort Frances Times

(no changes) . . . . . **\$9.38 per col/in**

## Local Frequency Rates

(per column inch)

4 consecutive weeks . . . . .	\$8.56
13 consecutive weeks . . . . .	\$7.92
26 consecutive weeks . . . . .	\$7.80
51 consecutive weeks . . . . .	\$7.32

## National Display Rate

(per line)

28-140 lines . . . . .	0.67
141 - 840 lines . . . . .	0.65
841-1400 lines . . . . .	0.63
Over 1400 . . . . .	0.59

## Celebration Ads

Classified Page, text only

Wedding, Engagement, Anniversary, Birth, Graduation . . . . .	\$14.00
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## Celebration Ads Display

Wedding, Engagement, Anniversary,

Birth, Graduation . . . . .	\$35.00
4"x1 col. For larger Celebration Ads please see "Local Display Rates".	

## Classified Ads

For Sale - For Rent - Notices - Real Estate -  
Cards of Thanks

20 words or less - one insertion. . . . .	\$7.00
Each additional consecutive insertion . . . .	\$2.00
Over 20 words, per word, per insertion . . . .	0.10

## Memoriams

up to 8 count lines. . . . .	\$14.00
Additional lines . . . . .	\$1.00

## Professional Display Cards

Annual Rates

2"X1 column . . . . .	\$746.64
1.5"X1 column. . . . .	\$559.98
1"X1 column . . . . .	\$373.32

## Obituaries

Obituary (up to 12 inches) . . . . .	\$44.00
Over 12 inches . . . . .	\$5.00 per inch
Photo . . . . .	\$14.00

## Spot Colour

1 Spot colour. . . . .	\$110.00
2 Spot Colour . . . . .	\$220.00
Process. . . . .	\$350.00

## Classified Display

per column Inch. . . . .	\$9.20
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## Charitable Rate

per column inch. . . . .	\$7.32
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## Legal Notices

per column inch. . . . .	\$9.52
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**Deadline for all Ads  
(display, classified, obituaries, etc.)  
is Friday at Noon.**

