AD RATES

thescope

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Effective Sep 2012

AD SIZE	1x		4x		8x		10x	
	B&W	Colour	B&W	Colour	B&W	Colour	B&W	Colour
Full Page	$1315	$1860	$1249	$1767	$1184	$1674	$1118	$1581
3/4 Page	$1021	$1444	$970	$1372	$919	$1300	$868	$1227
9/16 Jr. Page	$795	$1125	$755	$1069	$715	$1013	$676	$956
1/2 Page	$713	$1009	$678	$959	$642	$908	$606	$858
3/8 Page	$557	$788	$529	$749	$501	$709	$473	$670
1/4 Page	$378	$535	$359	$508	$340	$481	$321	$455
3/16 Page	$296	$418	$281	$397	$266	$376	$252	$355
1/8 Page	$205	$291	$195	$276	$185	$262	$174	$247
1/16 Teaser	$107	$151	$102	$143	$96	$136	$91	$128
Net Rate Per Insertion			5% Off		10% Off		15% Off	

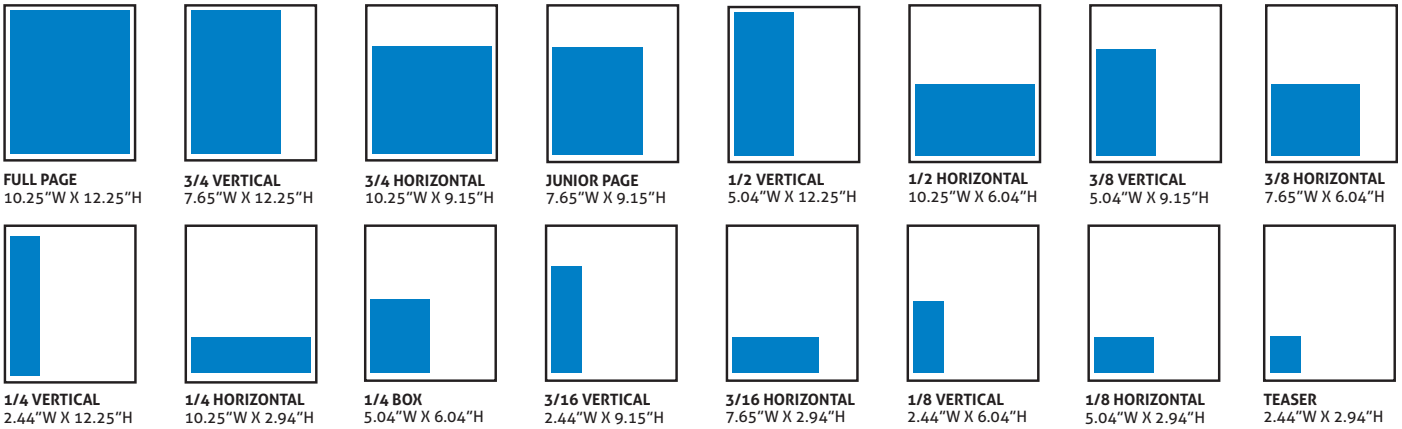
PREFERRED PLACEMENT +15%

HOT SUMMER GUIDE & WINTER ISSUE (EACH SPAN TWO MONTHS) +25%

READERSHIP

The Scope distributes to over 250 locations, including all Dominion and Sobeys grocery stores serving the Northeast Avalon. Every monthly issue we print 24,000-29,000 copies, which are available for free throughout St. John's, Mount Pearl, Paradise and CBS. Industry standard estimates the readership for this type of publication is approximately 2.5 readers per copy (57,000-70,000 per monthly issue). Our Hot Summer Guide spans two months, and 40,000 copies will be printed.

MODULAR PRINT SIZES



FULL PAGE
10.25"W X 12.25"H

3/4 VERTICAL
7.65"W X 12.25"H

3/4 HORIZONTAL
10.25"W X 9.15"H

JUNIOR PAGE
7.65"W X 9.15"H

1/2 VERTICAL
5.04"W X 12.25"H

1/2 HORIZONTAL
10.25"W X 6.04"H

3/8 VERTICAL
5.04"W X 9.15"H

3/8 HORIZONTAL
7.65"W X 6.04"H

1/4 VERTICAL
2.44"W X 12.25"H

1/4 HORIZONTAL
10.25"W X 2.94"H

1/4 BOX
5.04"W X 6.04"H

3/16 VERTICAL
2.44"W X 9.15"H

3/16 HORIZONTAL
7.65"W X 2.94"H

1/8 VERTICAL
2.44"W X 6.04"H

1/8 HORIZONTAL
5.04"W X 2.94"H

TEASER
2.44"W X 2.94"H

TERMS

Prices shown as net before tax. The Scope reserves the right to approve content of ads. Clients assume all liability for content of any advertisements and agree to indemnify The Scope and their employees from any claims that arise. The publication will not be responsible for damages arising from errors in advertising beyond the actual cost of the ad.

Cancellations must be received by The Scope no later than Wednesday (5pm) preceding insertion date, otherwise the advertiser assumes liability for the cost of the ad space ordered. Contract cancellations will result in being charged the difference between the 1x rate and the contract rate for ads that have run.

Payment terms are 30 days on accounts with approved credit. Accounts which remain unpaid after 30 days are subject to a 3% service charge per month. Terms and prices subject to change.

YOUR AD

You are welcome to e-mail us your ready-made ad (up to 10MB, preferably in PDF or TIFF format) to sales@thescope.ca.

For design guidelines and advice refer to our artwork specs at thescope.ca/advertising-info or talk to your sales rep.

We provide very basic typesetting and design services, up to 30 minutes. Additional work can be arranged at the rate of $50 per hour. Ads designed by The Scope may not be republished elsewhere.