



# NORTH SUPERIOR PUBLISHING

## 2017 ADVERTISING RATES / SPECS

Ad Size	Casual	3 Issues	6 Issues	12 Issues	Dimensions
		(price listed is per month)			
Full Page	\$1275	\$1225	\$1175	\$1125	10.25" x 15.5"
1/2 Page	\$750	\$725	\$700	\$650	Vert. 7.75" x 10.5" • Hor. 10.25" x 7.75"
1/4 Page	\$475	\$450	\$425	\$400	Vert. 5.00" x 7.75" • Hor. 7.50" x 5.25"
1/8 Page	\$275	\$250	\$235	\$225	Vert. 2.00" x 7.75" • Hor. 5.00" x 4.00"
1/16 Page	\$175	\$160	\$150	\$140	Vert. 2.00" x 4.00" • Hor. 5.00" x 2.00"

FOR FULL COLOUR ADS PLEASE ADD \$150 PER AD.

Rates listed are per issue.

### ADDITIONAL SERVICES

**INSERTS \$139.00 per one-thousand.**

(weight & route restrictions may apply)

### ARTWORK SUBMISSION

Please note North Superior Publishing uses a Mac operating system featuring Quark Express, Adobe InDesign and Photoshop.

Artwork can be submitted for publication as PDF, JPG or TIFF files. PDF is best.

North Superior Publishing features an on staff Graphic Designer available to customize and build your ad.

Please provide your images, logo and original copy allowing for 2-3 business days for ad design and proof to be provided.

Inserts are also available upon request. Please contact us for more information.

**RESERVE YOUR AD PLACEMENT BY CALLING (807) 629-7599**

## THUNDER BAY BUSINESS

Distributed monthly, though out the year, by Canada Post to every business and office address in Thunder Bay.

### 2017 PUBLICATION TOPICS

January ..... Fitness  
 February ..... RRSP's  
 March ..... Forestry/Mining  
 April ..... Transportation  
 May ..... Construction  
 June ..... Report On Thunder Bay  
 July ..... Manufacturing  
 August ..... Environment  
 September ..... Education  
 October ..... First Nations Business  
 November ..... Health  
 December ..... Technology

## GREAT OUTDOORS

HOTELS, RESTAURANTS, ATTRACTIONS, ACTIVITIES & MORE!

Featuring two of our most popular deasonal topics:

Northwestern Ontario



Our newest publication, Great Outdoors, is distributed monthly throughout the year using an outlet system of over 125 points from Kenora to Wawa, south to Duluth and Thunder Bay. Popular seasonal topics are featured throughout the year.

Scott A. Sumner, Publisher and Editor

Sherry Aalto, Feature Writer      Miranda Bolt, Ad Designer

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