

Ad Formats & Rate Sheet

Effective April 1, 2007

Here are some sample sizes at base rates



FULL PAGE

1230 agates	
Sylvan Lake News	\$824.10
Eckville Echo	\$553.50
Combination Price	\$1102.80



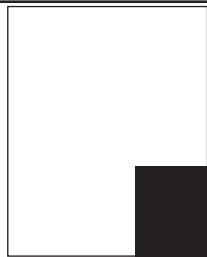
HALF PAGE

630 agates	
Sylvan Lake News	\$422.10
Eckville Echo	\$283.50
Combination Price	\$282.24



QUARTER PAGE

315 agates	
Sylvan Lake News	\$201.60
Eckville Echo	\$135.45
Combination Price	\$269.64



EIGHTH PAGE

154 agates	
Sylvan Lake News	\$103.18
Eckville Echo	\$69.30
Combination Price	\$137.98



SIXTEENTH PAGE

84 agates	
Sylvan Lake News	\$56.28
Eckville Echo	\$37.80
Combination Price	\$75.26

COMBINATION DISCOUNTS 20% off

each advertisement
(Based on same ad, same week)

Sylvan Lake NEWS Eckville ECHO

Suite 103, 5020 50A Street
Sylvan Lake, AB, Canada, T4S 1R2
Ph: 887-2331 or toll free 1-888-882-2331 (AB)
Fax: 887-2081 or toll free 1-888-999-2081 (AB)
Web site: www.sylvanlakenews.com

Total Market Coverage "Every Home Gets One!"

Frequency Discounts

Base Rate	Sylvan Lake News	Eckville Echo
1 time	.67 per agate	.45 per agate
3 times	5% off base rate	

Frequency ads must be consecutive weeks.
All rates quoted on this card are net rates.

Annual Volume Discounts

4 pages per year	11% off base rate
8 pages per year	16% off base rate
20 pages per year	24% off base rate
28 pages per year	27% off base rate
36 pages per year	32% off base rate
52 pages per year	37% off base rate

Annual volume rates are based on a signed one year commitment

Special Position Charges

	Sylvan Lake News	Eckville Echo
Front page banners (when available)	\$129.00 each	\$95.00 each
Ear Lugs	\$108.00 each	\$82.00 each
Guaranteed Position	add 25% to total cost of ad	
Custom Art	add 25% to total cost of ad	

Deadlines

Display Ads: 4 p.m. Monday prior to publication
Classified Word Ads: 4 p.m. Tuesday prior to publication published Fridays.
A 10% surcharge may be levied for late material.

Full Colour Charge

\$80 Flat Fee (when available) Multiple ads per page.

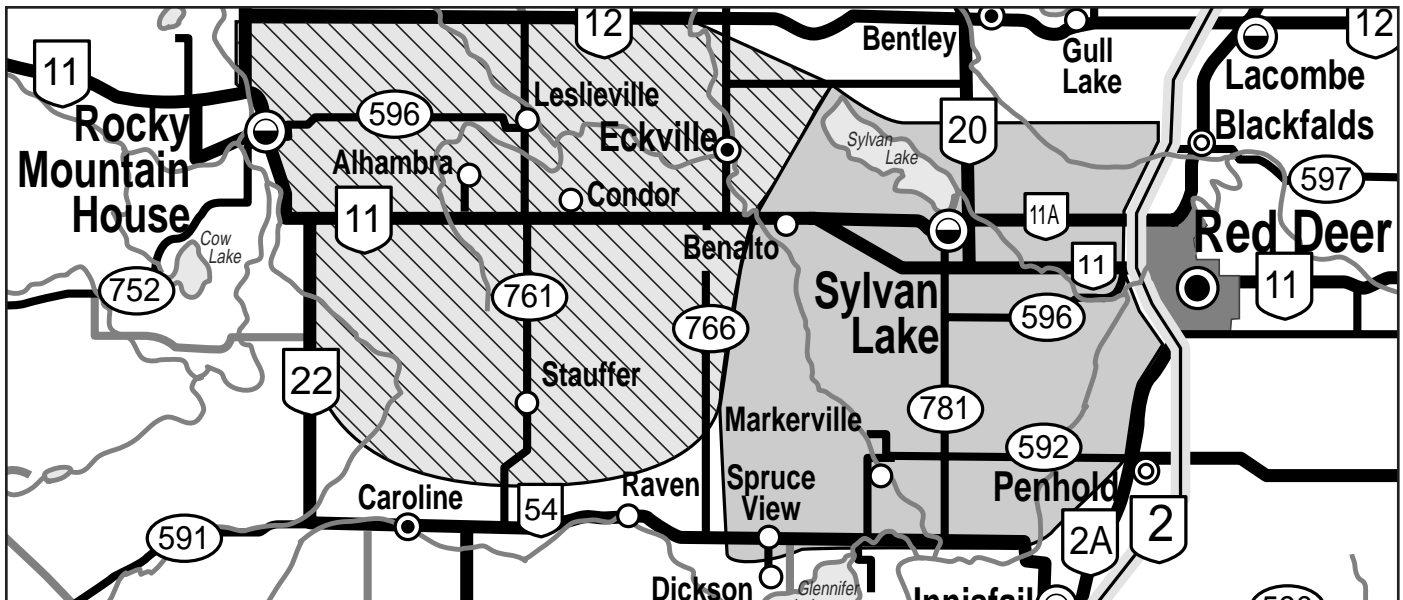
Commission Rates

Add 15% to net rates

Flyer Distribution

Base Rate: \$60.00 per thousand (net)
Volume rates available
Surcharge for weight may be added
Sorting or folding not included.

See back for circulation and mechanical information



Eckville ECHO

Eckville/Condor	1,415
Benalto	159
Leslieville	305
Alhambra	120
Stauffer	74
Rocky Mtn House RR2	200
Total Distribution	2,273

Sylvan Lake NEWS

Sylvan Lake	4,682
Sylvan RR 1 & Boxes	480
RPO Drug Store	60
Sunbreaker Cove	65
Benalto	165
Markerville	170
Red Deer RR1	794
Penhold RR1	140
Blackfalds RR1	112
Red Deer RR4, SS24	697
Total Distribution	7,365

Total Distribution
Eckville Echo
& Sylvan Lake News

9,638

If you are sending files to us...

Correct size is important. Our newspapers are 6 column tabloid format.

WIDTH

(inches are approximate)

- 1 col. - 1.556" (9p4)
- 2 col. - 3.278 (19p8)
- 3 col. - 5" (30p)
- 4 col. - 6.722" (40p4)
- 5 col. - 8.444" (50p8)
- 6 col. - 10.167" (61p)

HEIGHT

Maximum height 205 Lines
 1 Line = 1/14 of an inch

At Sylvan Lake News Ltd. we can create an ad specifically for you or receive your electronic files via e-mail. Files may also

be dropped off at our office in numerous storage options (CD, Zip Disk, Jump Drive, Flash Card...)

Anything sent with the intent of running it in colour should be CMYK.

We can accept files in the following formats:

Mac Quark Xpress 4.11 or earlier

Fonts used in any Quark file should be included separately with your files. Postscript or Type 1 fonts are preferred. TrueType fonts may not print correctly.

Photoshop 7.0 or earlier

Photo files must be at least 300dpi at size used. If text is

included in a Photoshop file, file size should be at least 600dpi. If fonts are not properly embedded, text layers may not print correctly.

Illustrator 10 or earlier

All fonts need to be converted to lines or included separately with your files.

Acrobat PDF Files

Ensure all fonts are converted or properly embedded, colours are correct, size is accurate and copy editing is complete before creating your pdf.

Files created as Documents (.doc)

in MS Office do not translate well to our postscript printing process. If you have created an ad in Office as a .doc, print a copy and fax it to our office.

Send any images used separately in their original format. Save text of the ad as a Text file (.txt) and send it as well (formatting will be lost). We will rebuild the ad from there.

A number of other file formats may work, but also may be limited in their ability to work well with our systems. **Please send material as early as possible to give us time to perform quality checks.**

The quality of an ad in our paper from submitted files depends largely on the creator of the material. Please edit carefully, double check formats and sizes, and allow extra time for us to request changes from the source if necessary.

E-mail: sales@sylvanlakenews.com

Phone: 887-2331