

Print Newspaper Advertising Rate Card

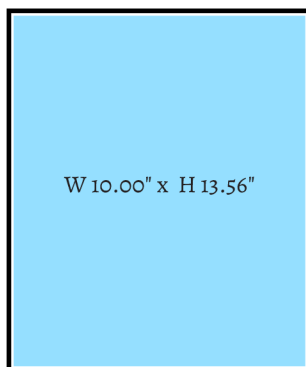
** All rates are per month **

	Size in inches (w x h)	1 month	3 months	6 months	12 months
Back page	10.00" x 13.56"	SOLD	SOLD	SOLD	SOLD
Full page	10.00" x 13.56"	\$1,000.00	\$900.00	\$800.00	CALL
Half page	10.00" x 6.78"	\$575.00	\$525.00	\$475.00	CALL
One third (horizontal)	7.95" x 6.78"	\$400.00	\$350.00	\$300.00	CALL
One third (vertical)	3.90" x 13.56"	\$400.00	\$350.00	\$300.00	CALL
One sixth	3.90" x 6.78"	\$225.00	\$200.00	\$175.00	CALL
Front page banner	10.00" x 1.15"	\$550.00	\$500.00	\$450.00	CALL

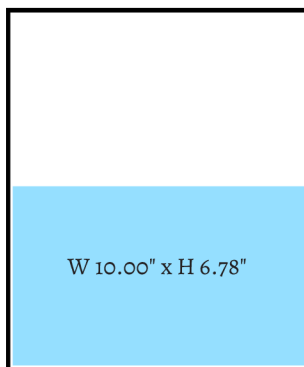
** First Six Months Special: All Print ad sales come with free online ad posting for same duration.

Print Advertising Sizing

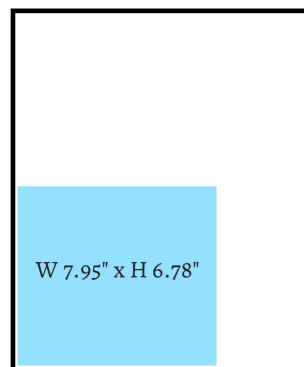
Full Page/Back Page



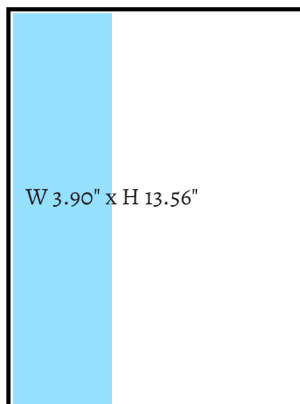
Half Page



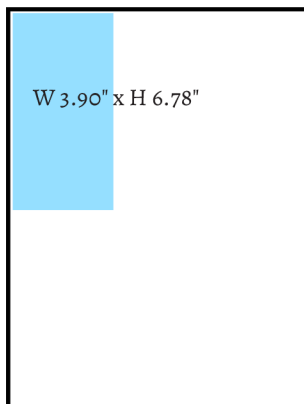
One Third (Horizontal)



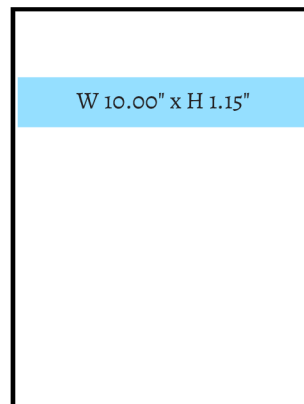
One Third (Vertical)



One Sixth



Front page banner

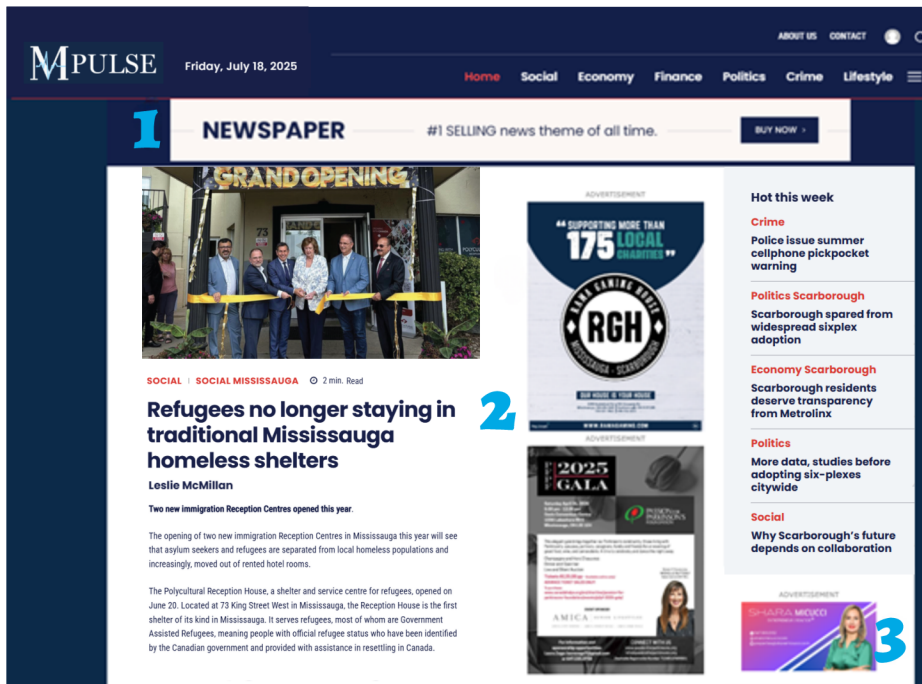


Advertising Technical Requirements **DIGITAL**

- **File Sizes & Resolution**

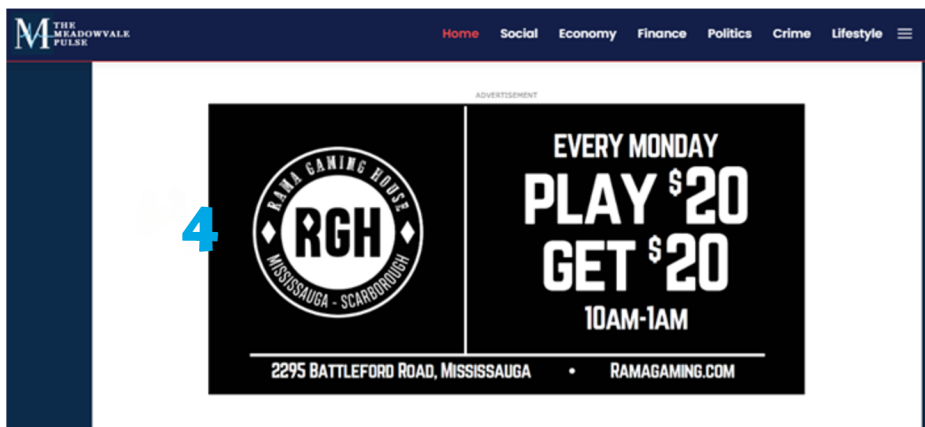
Please confirm that your ad has the proper dimensions.

- Suggested max file size 50 kb
- File type .jpg or .png
- Colour space RGB
- 150 dpi
- Less is more in terms of content. Digital ads should be bold and simple, with minimal text.



Ad Slots and Dimensions

1. Banner Ad (980 x 90 pixels)
2. Poster Ad (1080 x 1350 pixels)
3. Block Ad (480 x 270 pixels)
4. Cover Ad (980 x 440 pixels)



Advertising Technical Requirements **PRINT**

- **File Sizes & Resolution**

We accept only high-resolution PDF, PSD, EPS, or JPG files (output at Press Quality or 300 dpi). Please confirm that your ad has the correct dimensions.

- **THIS IS A NEWSPAPER.**

Smaller knocked-out type (white on a color) is not recommended unless it is large and bold. Simple text, bold typefaces, and bright, high-contrast photos work best for clarity and legibility. Color settings should be optimized for newsprint.

- **Fonts**

All fonts should be embedded in PDF files, and text should be at least 8 points in size.

White text on black or colored backgrounds should be at least 12 points in size.

- **Colours**

All images must be 300 dpi and converted to the CMYK color space. Do not use spot or Pantone colors.

Please do not use rich black (four-color) in any advertisement. All black should be 100K only.

The Meadowvale Pulse reserves the right to adjust ads to remove rich black without approval.

- **Bleed**

Please do not include any bleed in your ads.

- **NOTE**

Files under 10 MB can be emailed to info@mpulse.ca. For larger files, please use Google Drive to send the file. MPulse reserves the right to add a keyline to floating ads to differentiate them from editorial content. We DO NOT ACCEPT artwork created in MS Publisher, MS Word, MS Excel, PowerPoint, or any other word processing or spreadsheet program. ANY AND ALL COLOUR PROOFS ARE ONLY AN APPROXIMATION OF COLOUR REPRODUCTION. Colours may appear differently in print than on screen, as screen colours tend to be more vibrant than printed ones. MPulse is not responsible for artwork submitted incorrectly.

**LARGE BOLD
TYPE BEST**

LIGHT TYPEFACES
NOT RECOMMEND-
ED



Type less than 12 point
not recommended for
newsprint

Not preferred

**LARGE BOLD
TYPE BEST**

LIGHT TYPEFAC-
ES
WORK BETTER
ON WHITE



Smaller type works
on a white background
will not blur or look fuzzy

Preferred