

## CARDOnline: Rate Cards and Space Rates for Newspapers and Magazines

### Newspapers

Sometimes newspapers rates are determined by the portion of the page used, in inches, for the ad. In this case, you'll see Space Rates based on dimensions, e.g. ¾ p. (10.375" x 8.571"). See below for further detail.

Often newspapers determine their rates using a rate per agate line. When rates are displayed in this manner, you must make a calculation to determine the cost of your ad. See page 2 for further detail.

### Example of Space Rates that utilize ad dimensions costs in inches.

- Note: Cost is listed per 'time' the add is run (ti); it is not the total cost of all times.
- The Colour Rates cost is additional for each time the ad is run.

#### RATE CARD

##### Space Rates - Tu/F

	1 ti	4 ti	13 ti	26 ti	52 ti
Full p.(10.375" x 11.5")	\$2,775	\$2,329	\$1,844	\$1,798	\$1,753
¾ p.(10.375" x 8.571")	\$2,302	\$1,921	\$1,522	\$1,484	\$1,446
½ p.(v: 5.145" x 11.5") (h: 10.375" x 5.71")	\$1,534	\$1,281	\$1,014	\$989	\$963
¾ p.(v: 5.145" x 8.571")	\$1,208	\$1,008	\$799	\$779	\$759
¼ p.(v: 5.145" x 5.71") (h: 10.375" x 2.786")	\$806	\$673	\$533	\$520	\$506
⅙ p.(5.145" x 3.714")	\$538	\$448	\$355	\$347	\$338
⅙ p.(h: 5.145" x 2.786")	\$423	\$3,853	\$280	\$273	\$266

##### Space Rates - Th

	1 ti	4 ti	13 ti	26 ti	52 ti
Full p.(10.375" x 11.5")	\$3,070	\$2,562	\$2,028	\$1,978	\$1,928
¾ p.(10.375" x 8.571")	\$2,529	\$2,111	\$1,674	\$1,633	\$1,590
½ p.(v: 5.145" x 11.5") (h: 10.375" x 5.71")	\$1,688	\$1,409	\$1,115	\$1,088	\$1,060
¾ p.(v: 5.145" x 8.571")	\$1,329	\$1,109	\$879	\$856	\$835
¼ p.(v: 5.145" x 5.71") (h: 10.375" x 2.786")	\$888	\$740	\$586	\$572	\$556
⅙ p.(5.145" x 3.714")	\$594	\$493	\$391	\$382	\$372
⅙ p.(h: 5.145" x 2.786")	\$465	\$388	\$3,080	\$300	\$293

##### Colour Rates

	All Eds
Black + 3 Colours	\$1,160

#### Glossary of common terms

**p** = page

**v** = vertically oriented ad

**h** = horizontally oriented ad

**ti** = times; refers to the number of times the advertiser agrees to run their ad in the publication.

Check the [CARD glossary](#) for more definitions.

## Example of Space Rates that utilize the agate line system

- Note: Column A indicates the total annual advertising spend commitment in dollars (\$).
- Columns B and C are the cost per agate line.
- Example, for a total spend of \$15, 000 the cost per agate line on Saturdays is \$30.69.

### RATE CARD

Space Rates - News, Report on Business, Global, T.O.

A	B	C
	M-F	Sa
Open linerate	\$31.88	\$35.06
15,000	\$27.91	\$30.69
25,000	\$27.09	\$29.81
50,000	\$26.30	\$28.94
100,000	\$25.51	\$28.06
150,000	\$24.70	\$27.18
250,000	\$23.91	\$26.30
350,000	\$22.96	\$25.26
500,000	\$21.99	\$24. 18
750,000	\$21.03	\$23. 14
1,000,000	\$20.08	\$22.09
1,500,000	\$19.14	\$21.03
2,000,000	\$18.17	\$19.97
2,500,000	\$17.22	\$18.94

Dollar Volume Discounts: News, Style, ROB min size: 30 MAL. Entertainment, Sports, Travel min. size: 15MAL. Western & Eastern editions min. size 30 MAL. Careers and ROB stock ads min size 60 MAL. \$79 prod. charge for ads under 50 MAL that are not camera-ready.

#### Glossary of common terms

**Agate line** = 1/14 of an inch (vertically) and one column width (horizontally). Column widths vary by publication.

Newspapers are often 10 columns in length. Verify details on the column width within the “Mechanical Specifications” section of the CARD entry to calculate a cost for the advertisement you wish to place

**MAL** = “modular agate line”; an abbreviation for agate line.

**Open Line / Transient / Casual rate** = the flat rate per ad with no contract.

**ti** = times; refers to the number of times the advertiser agrees to run their ad in the publication.

Check the [CARD glossary](#) for more definitions.

# Magazines

Example of a rate card for a magazine.

- Note: in this case, the cost categories are divided into A to E. Each column represents the number of issues the ad will be printed in, then the number of total pages the ad will take up.

## Rate Card

### B&W Space Rates – National

	A Under 7:1-6	B 7 to under 14: 7-14	C 14 to under 21: 14-20	D 21 to under 27: 21-26	E 27+: 27+
Full Page	\$29, 780	\$28,590	\$27,690	\$26, 820	\$25, 910
DPS	\$53, 610	\$51, 460	\$49, 870	\$48, 240	\$46, 650
2/3 h/2 col.	\$23, 830	\$22, 870	\$22, 170	\$21,440	\$20, 740

### B + 1/C Space Rates - National

	A Under 7:1-6	B 7 to under 14: 7-14	C 14 to under 21: 14-20	D 21 to under 27: 21-26	E 27+: 27+
Full Page	\$33, 600	\$32, 250	\$31, 240	\$30, 240	\$29, 220
DPS	\$68, 710	\$65, 960	\$63, 900	\$61, 840	\$59, 790
2/3 h/2 col.	\$30, 560	\$29, 330	\$28, 410	\$27, 500	\$26, 560

A: 1-6 issues, under 7 pages; B: 7-13 issues, 7 to under 14 pages; C: 14-20 issues, 14 to under 21 pages; D: 21-26 issues, 21 to under 27 pages, E: 27+issues; 27 to under 52 pages.

### Glossary of common terms

**B&W** = Black and White

**col** = column

**1/C (or any number/C)** = ad printed in a designated number of colours.

**DPS** = Double page spread

**h** = horizontally oriented

**ti** = times; refers to the number of times the advertiser agrees to run their ad in the publication.

**2<sup>nd</sup> (cover)** = back side of front cover

**3<sup>rd</sup> (cover)** = frontside of back cover

**4<sup>th</sup> (cover)** = backside of back cover

Check the [CARD glossary](#) for more definitions.