

# 2024 Advertising Rates



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**BUSINESS CARD  
Landscape Style**

2" x 3.5" \$68  
(inside pages only)

**BUSINESS CARD  
Portrait Style**

3.5" x 2.5"  
\$68  
(inside pages only)

**QUARTER PAGE**

**Banner Style**

2.25" x 8.25"  
\$135  
(inside pages)

**QUARTER PAGE  
Portrait Style**

5.25" x 3.5"  
\$135  
(inside pages)

\$156  
Glossy Cover  
(Front Inside/Back)

**FULL PAGE**

8.5" x 11"  
\$533  
(inside pages)

\$613  
Glossy Cover  
(Front Inside/Back)

**HALF PAGE  
Portrait Style**

10.5" x 4"  
\$267  
(inside pages)

\$307  
Glossy Cover  
(Front Inside/Back)

**HALF PAGE**

5" x 8"  
\$267  
(inside pages)

\$307  
Glossy Cover  
(Front Inside/Back)

**Magazine is  
FULL COLOUR**

## Details

Above is to scale but reduced to fit on page (see size listed)

All advertising to be print ready and sent in either png, pdf or jpg format by the 15th of the month prior.

Apsley Backroads will not take any responsibility for missing or incorrect information contained in each advertisement. Apsley Backroads is a free monthly publication available to anyone living in or around Apsley and surrounding areas.

Approx. 3500 printed monthly; 2600 copies are distributed by Canada Post to Apsley, Coe Hill, Lakefield, Bancroft, Woodview, Cardiff and the balance distributed at local businesses for pick up.

Payment is due upon receipt of invoice: etransfer, cheque, cash, Visa or Mastercard. Plus HST applies to all advertising

5% discount on 6 month pre-paid packages, 10% discount on 12 month pre paid packages

Community Announcements \$50 plus HST. 250 avg. word length (Obituary, Marriage, Birth, Job Ads, etc)