



# THE DAWSON CREEK MIRROR

[www.dawsoncreekmirror.ca](http://www.dawsoncreekmirror.ca)

**PUBLISHED EVERY THURSDAY IN PRINT AND SEVEN DAYS A WEEK ONLINE**

**Dawson Creek's Community Newspaper: The Mirror has been serving Dawson Creek and area since 1980; delivering a complete synopsis of the week's news, sports and community happenings with a selection of special interest material as well as being the source carrier for the week's advertising and inserts. The Mirror is available in office and at a number of community outlets and delivered by carriers to all householders and businesses in Dawson Creek and surrounding areas on Thursdays.**

## Glacier Media Inc.

901-100th Ave. Dawson Creek, BC V1G 1W2  
Telephone: 250-782-4888 • Fax: 250-782-6300

Regional Manager: William Julian, [wj@ahnfsj.ca](mailto:wj@ahnfsj.ca)

Nationals/Careers/Classifieds: Nicole Palfy, [npalfy@dcdn.ca](mailto:npalfy@dcdn.ca)

Ad Material: [compose@dcdn.ca](mailto:compose@dcdn.ca)

## DISPLAY ADVERTISING RATES

<p><b>FULL PAGE</b></p> <p>10 COLUMNS X 200 (10.417" X 14.29")</p> <p><b>\$2200.00</b></p>	<p><b>1/2 PAGE HORIZONTAL</b></p> <p>10 COLUMNS X 100 (10.417" X 7.14.29")</p> <p><b>\$1100.00</b></p>	<p><b>1/2 PAGE VERTICAL</b></p> <p>5 COLUMNS X 200 (5.14" X 14.29")</p> <p><b>\$1100.00</b></p>	<p><b>1/3 PAGE</b></p> <p>10 COLUMNS X 68 (10.417" X 4.86")</p> <p><b>\$748.00</b></p>	<p><b>1/4 PAGE HORIZONTAL</b></p> <p>10 COLUMNS X 50 (10.417" X 3.64")</p> <p><b>\$550.00</b></p>	<p><b>Colour</b></p> <p>Spot Colour \$150 Full Colour: \$500</p> <p><b>Guaranteed Placement</b> +25% Surcharge</p>
<p><b>1/4 PAGE VERTICAL</b></p> <p>5 COLUMNS X 100 (5.14" X 7.14")</p> <p><b>\$550.00</b></p>	<p><b>1/8 PAGE</b></p> <p>5 COLUMNS X 50 (5.14" X 3.64")</p> <p><b>\$275.00</b></p>	<p><b>BANNER</b></p> <p>10 COLUMNS X 30 (10.417" X 2.14")</p> <p><b>\$330.00</b></p>	<p><b>1/12 PAGE</b></p> <p>2 COLUMNS X 85 (1.97" X 6.07") OR 5 COLUMNS X 34 (5.14" X 2.43")</p> <p><b>\$187.00</b></p>	<p><b>BUS CARD</b></p> <p>3 COLUMNS X 30 (3.03" X 2.14")</p> <p><b>\$99.00</b></p>	

## Press-Ready Requirements

Creative services are included in the cost of advertising.

### FILES & FORMATS

Camera-ready ads must be in the following file types: .pdf .eps .ai or .indd.

Links must be embedded and fonts converted to outlines. Graphical ad components must be a minimum of 180 dpi and should be: .tif .jpg .psd .ai .eps OR .pdf

**WE CANNOT ACCEPT MICROSOFT PUBLISHER OR WORD FILES AS PRESS READY.**

### FTP UPLOAD INFO

To post files to The Mirror's FTP site, all users require FTP software.

The login in is as follows:

hostname: ftp.dcdn.ca

user: prbn

password: password

## Frequency & Volume Discount

NUMBER OF INSERTIONS	DISCOUNT
4 INSERTIONS	5%
13+ INSERTIONS	10%
26+ INSERTIONS	20%
52 INSERTIONS	25%
NON-PROFIT	50%

### CANCELLATIONS

Display ads cancelled after deadline will be invoiced at 50% of the invoiced rate.

## Technical & Mechanical:

1 col:	0.92"
2 col:	1.97"
3 col:	3.03"
4 col:	4.08"
5 col:	5.14"
6 col:	6.19"
7 col:	7.25"
8 col:	8.31"
9 col:	9.36"
10 col:	10.42"

### MINIMUM & MAXIMUM REQUIREMENT:

Full Depth/Column: 200 Lines

FPAGE: 2000L DBL Truck: 4000L

\*Ads over 165 agate lines charged as a full column.

## Area Distribution:

Dawson Creek:	5469
DC Rural Routes	421
Chetwynd	1000
Tumbler Ridge	900
Pouce Coupe	360
Bonanza	226
Arras	224
Tomslake	210
Baytree	169
Groundbirch	159
Rolla	104
Farmington	65
Progress	40
Sunset Prairie	38

**Total: 9385**

## Classified Rate

\$1.10 per agate line

\$15.00 surcharge per campaign

### Classified Box Charge:

Reply Box: \$20.00

## Inserts

### Delivered to your doorstep

Reach 9385 homes and businesses in Dawson Creek and surrounding area.

**Deadline:** Monday, 4 Days previous

Under 75g Insertion/1000: \$90.00 (Net)

Over 75g Insertion/1000: \$125.00 (Net)

Over 200g Insertion/1000: \$350.00 (Net)