



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 • national@dcdn.ca

Regional Manager: William Julian, wj@ahnfjsj.ca

Nationals/Careers/Classifieds: Nicole Palfy, npalfy@dcdn.ca

Ad Material: compose@dcdn.ca

PUBLISHED EVERY THURSDAY IN PRINT AND SEVEN DAYS A WEEK ONLINE

DISPLAY ADVERTISING RATES

FULL PAGE
10 COLUMNS X 176
(9.4488" X 12.57")
\$2200.00

1/2 PAGE HORIZONTAL
10 COLUMNS X 87
(9.4488" X 6.29")
\$1100.00

1/2 PAGE VERTICAL
5 COLUMNS X 176
(4.6544" X 12.57")
\$1100.00

1/3 PAGE
10 COLUMNS X 58
(9.4488" X 4.14")
\$748.00

1/4 PAGE HORIZONTAL
10 COLUMNS X 50
(9.4488" X 3.64")
\$550.00

1/4 PAGE VERTICAL
5 COLUMNS X 87
(4.6544" X 6.29")
\$550.00

1/8 PAGE
5 COLUMNS X 50
(4.6544" X 3.64")
\$275.00

BANNER
10 COLUMNS X 30
(9.4488" X 2.14")
\$330.00

1/12 PAGE
2 COLUMNS X 87
(1.7778" X 6.29")
OR
5 COLUMNS X 35
(4.6544" X 2.5")
\$187.00

BUS CARD
3 COLUMNS X 30
(2.7366" X 2.14")
\$99.00

Colour
Spot Colour \$150
Full Colour: \$500
Guaranteed Placement
+25% Surcharge

Booking Deadline:
Friday, 12 Noon
Material Deadline:
Monday 12 Noon

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%

Technical & Mechanical:

- 1 col: 0.8189"
- 2 col: 1.7778"
- 3 col: 2.7366"
- 4 col: 3.6955"
- 5 col: 4.6544"
- 6 col: 5.6133"
- 7 col: 6.5722"
- 8 col: 7.5311"
- 9 col: 8.4899"
- 10 col: 9.4488"

MINIMUM & MAXIMUM REQUIREMENT:

Full Depth/Column: 176 Lines
FPage: 1760L DBL Truck: 3520L
*Ads over 160 agate lines charged as a full column.

Area Distribution:

- Dawson Creek 6044
- DC Rural Routes 421
- Chetwynd 500
- Pouce Coupe 360
- Bonanza 60
- Arras 180
- Tomslake 90
- Baytree 60
- Groundbirch 80
- Rolla 100
- Farmington 65
- Progress 40

Total: 8000

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 8000 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)

CANCELLATIONS

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