CLASSIFIED RATES

PUBLISHES EVERY THURSDAY IN THE CITIZEN

<table>
<thead>
<tr>
<th>CLASSIFIED WORD ADS</th>
<th>Minimum 3 Lines</th>
<th>1 Day</th>
<th>Legals</th>
<th>Careers</th>
<th>Display</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>$7.50</td>
<td>$2.20/ LINE</td>
<td>$2.00/ LINE</td>
<td>$1.50/ LINE</td>
</tr>
<tr>
<td>Colour</td>
<td></td>
<td></td>
<td>10% of space cost</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Borders</td>
<td></td>
<td>$5</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bold</td>
<td></td>
<td>$2</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Run Until Sold Word Ads - from</td>
<td>$30.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Run Until Sold Photo Ads - from (3 Month Maximum)</td>
<td>$40.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Celebration 2.5” x 3” Black/White</td>
<td>$35.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Charitable Organizations / Service Clubs</td>
<td>Rate Less 25%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Funerals and Memorials</td>
<td></td>
<td></td>
<td>$1.70/ LINE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Legacy.com online services</td>
<td></td>
<td></td>
<td>$25.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Legacy Display Leaderboard</td>
<td></td>
<td></td>
<td>$300.00</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Max Width: 9.875”
Max Height: 187 ag
(13.357”)

1 COL 1.265”
2 COL 2.7”
3 COL 4.135”
4 COL 5.57”
5 COL 7.005”
6 COL 8.44”
7 COL 9.875”

WE ARE SOCIAL

40,000 WEEKLY PRINT READERS

WE ARE REGIONAL

20,000 regional homes reached with our monthly publication

17,500 copies of our free thursday edition

1 MILLION PAGE VIEWS AVERAGE A MONTH
207,000 UNIQUE VISITORS AVERAGE A MONTH

SOCIAL MEDIA FOLLOWERS
combined followers on social networks

19,000+

823-1600}

Classifieds
classifieds at pgcitizen.ca

PRINCE GEORGE CITIZEN
505 4th Avenue | 250.562.2441 | pgcitizen.ca | @pgcitizen

transition support available to the right buyer

Certified Utility Arborist and

BC, area. Drivers needed in Chetwynd, Sandpoint, Quesnel, Williams Lake, 100 Mile House, Williams Lake.

Job

YOUNGS MILLS

Contact ADMIN@youngsmills.com. Provide references. Benefits provided. Camp accommodation available. Driver with 1 y of experience, licensed and certified. Log truck driver.

CALL Mike for appointment. Transition support available.

EXPERIENCED CLASS 1 Gravel Truck Driver required for full time position in Prince George area. 250-614-6667, 250-568-2338.

Spare parts and equipment, 250-563-0802.

3 COL 4.135”
1 COL 1.265”
2 COL 2.7”
# MODULAR AD SIZES

## THE CITIZEN PUBLISHES EVERY THURSDAY

**BOOKING DEADLINE:**
1 Week prior to publishing date

**FOR COLOUR: ADD 10% OF ADVERTISING SPACE COST**

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Dimensions (Width x Height)</th>
<th>Booking Size</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>DOUBLE PAGE SPREAD</strong></td>
<td>20.19&quot; wide x 13.57&quot; high</td>
<td>(Booking Size: 8 x 187)</td>
<td>$3,750</td>
</tr>
<tr>
<td><strong>FULL PAGE</strong></td>
<td>9.89&quot; wide x 13.57&quot; high</td>
<td>(Booking Size: 4 x 187)</td>
<td>$2,500</td>
</tr>
<tr>
<td><strong>2/3 PAGE</strong></td>
<td>9.89&quot; wide x 8.93&quot; high</td>
<td>(Booking Size: 4 x 125)</td>
<td>$1,900</td>
</tr>
<tr>
<td><strong>1/2 PAGE VERTICAL</strong></td>
<td>4.86&quot; wide x 13.57&quot; high</td>
<td>(Booking Size: 2 x 187)</td>
<td>$1,300</td>
</tr>
<tr>
<td><strong>1/2 PAGE HORIZONTAL</strong></td>
<td>9.89&quot; wide x 6.61&quot; high</td>
<td>(Booking Size: 4 x 93)</td>
<td>$1,300</td>
</tr>
<tr>
<td><strong>1/3 PAGE</strong></td>
<td>4.86&quot; wide x 8.93&quot; high</td>
<td>(Booking Size: 2 x 125)</td>
<td>$1,000</td>
</tr>
<tr>
<td><strong>1/4 PAGE</strong></td>
<td>4.86&quot; wide x 6.61&quot; high</td>
<td>(Booking Size: 2 x 93)</td>
<td>$700</td>
</tr>
<tr>
<td><strong>1/8 PAGE</strong></td>
<td>4.86&quot; wide x 3.22&quot; high</td>
<td>(Booking Size: 2 x 45)</td>
<td>$400</td>
</tr>
<tr>
<td><strong>1/16 PAGE</strong></td>
<td>2.33&quot; wide x 3.22&quot; high</td>
<td>(Booking Size: 1 x 45)</td>
<td>$250</td>
</tr>
<tr>
<td><strong>1/16 PAGE</strong></td>
<td>2.33&quot; wide x 1&quot; high</td>
<td>(Booking Size: 1 x 14)</td>
<td>$95</td>
</tr>
<tr>
<td><strong>BANNER</strong></td>
<td>9.89&quot; wide x 2&quot; high</td>
<td>(Booking Size: 4 x 28)</td>
<td>$400</td>
</tr>
<tr>
<td><strong>FRONT PAGE POST-IT</strong></td>
<td>2.33&quot; wide x 2.25&quot; high</td>
<td>(Booking Size: 1 x 32)</td>
<td>$350</td>
</tr>
<tr>
<td><strong>3/4 WRAP</strong></td>
<td>Front: 10.42&quot; wide x 10.21&quot; high</td>
<td>Back: 10.42&quot; wide x 10.21&quot; high</td>
<td>$4,495</td>
</tr>
</tbody>
</table>

*Requires 2 weeks notice

**DEDUCT $1,000 IF INSIDE PAGES ARE NOT TAKEN**

**Volume discounts available upon request for quote.**

Rates do not include gst.
SHARE OF VOICE 20

A Leader Board Package
$800/month

B Big Box Package
$600/month

C Middle Block
$400/month

Landing Pages starting at $399
Website Design starting at $2,000
Video starting at $1,500
Programmatic starting at $650
SEM starting at $750
Social Media starting at $350
SEO starting at $750
Wallpaper $750 / 24hrs

Standout Package $750 includes the following 10,000 impressions + 1/4 page ad in the Citizen


As aliquam quis odio nec condimentum.

Integer fringilla magna egest etiam viverra aliquet.
# FLYER DISTRIBUTION

<table>
<thead>
<tr>
<th>POSTAL CODE</th>
<th>ZONE</th>
<th>DESCRIPTION</th>
<th>HOME DELIVERY</th>
<th>BOXES</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>V2K</td>
<td>1</td>
<td>North PG North - Including Northwood/North Hart/Old Summit Lake/North Nechako/Chief Lake</td>
<td>809</td>
<td>2,879</td>
<td>3,688</td>
</tr>
<tr>
<td>V2M</td>
<td>2</td>
<td>West Quinson/Heritage/Sterling Estates/DP Todd/Spruceland/Lakewood/Foothills/Central Fort George/</td>
<td>3,532</td>
<td>1,386</td>
<td>4,918</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Harwin/Seymour/Duchess Park/Cranbrook Hill/Miworth</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>V2L</td>
<td>3</td>
<td>Central Connaught/Millar Edition/Ft George Park/Van Bien/Upland/S Ft George/Downtown Businesses and</td>
<td>460</td>
<td>2,079</td>
<td>2,539</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Office Copies</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>V2N</td>
<td>4</td>
<td>South Pine Centre/Westwood/Costco/Starlane/Charella/College Heights/Western Acres/Beaverly/Westgate/</td>
<td>3,349</td>
<td>875</td>
<td>6,355</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Parkridge Heights/Buckhorn/Pineview</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
<td></td>
<td>8,150</td>
<td>9,350</td>
<td>17,500</td>
</tr>
</tbody>
</table>

**FLYERS ARE DISTRIBUTED VIA THE CITIZEN EVERY THURSDAY**
We Deliver Flyers!

Here’s a list of some of our regular customers that trust us with their business:

DEPARTMENT & MAJOR CHAIN STORES
- Andres Electronics
- Ashley Homestore
- Best Buy
- Bi-Rite
- Canadian Tire
- Carter/Oshkosh
- City Furniture
- JYSK
- Michael's
- Mark's Work Wearhouse
- Northern Hardware
- RK Furniture
- Staples/Business Depot
- The Bay
- The Brick
- The Source by Circuit City
- Visions Electronics
- Wal-mart
- Warehouse One

GROCERY STORES
- Real Canadian Superstore
- Save On Foods

HOME RENOVATIONS/ SUPPLIES
- Carpet Doctor
- Du Lux
- Fenron Carpet Cleaning
- Home Building Centre
- Home Depot
- Home Hardware
- Pro Vac
- Rona
- Sherwin Williams
- Windsor Plywood

TRAVEL/OUTDOOR/ HEALTH
- Alive Health
- Atmosphere
- Ave Maria
- Flora Manufacturing
- IDA Pharmacy
- London Drugs
- Shoppers Drug Mart
- Sport Chek

EDUCATION
- College of New Caledonia

JEWELLERY & BEAUTY
- Ann Louise
- Carters Jewellers
- Michael Hill Jewellers
- People's Jewellers
- UAP Napa Automotive

AUTOMOTIVE
- Bentley
- Brand Saver
- City of Prince George
- Easy Home
- Festival of Trees
- Husqvarna
- Liquor Depot
- Little Caesar's
- Party City
- Real Estate Showcase
- Sleep Country
- Smartsaver
- Soft Moc

PETS
- Bosley’s Pet Food
- Petland
- Petsmart
- Total Pet

MISCELLANEOUS
- Alive Health
- Atmosphere
- Ave Maria
- Flora Manufacturing
- IDA Pharmacy
- London Drugs
- Shoppers Drug Mart
- Sport Chek

Minimum/Maximum Sizes
- Flyer minimum size: 6.5” x 6”
- Flyer maximum size: 10.5” x 12.5”
- Minimum paper weight: Min. 80 lb. bond
- Minimum thickness: .0065”

Flyer Rates
- Up to 50g: $80/1,000
- Minimum Charge $500.00

Overweight Flyers/Catalogues
- 50-100 grams - $100/1,000
- 100-150 grams - $150/1,000
- 150+ grams - By Quotation

Quotes available for flyers/catalogues over 300 grams, those requiring special handling (eg. top loads or those not meeting minimum/maximum specifications), or specialty publications. Please call the Citizen for any overweight bookings. Poly bags quoted upon request.

General Information
- The publisher reserves the right to increase the rate stipulated herein on any contract at any time upon notice in writing. The advertiser reserves the right to cancel the contract at any date upon which a higher rate than that contained herein is made effective by the publisher.
- The advertiser agrees that the publisher shall not be liable for damages arising out of errors in advertisements beyond the amount charged for the space actually occupied by the portion of the advertisements in which the error occurred, whether such error is due to negligence of its employees or otherwise...and there shall be no liability for non-insertion of any advertisement.
- The publisher reserves the right to add the word “Advertisement” to any and all advertisements.
- Advertisements containing more than one firm’s name may be charged at the casual rate.
- The advertiser agrees to indemnify the publisher against claims arising from publication of any advertisement submitted by the advertiser.
- The Publisher reserves the right to refuse any advertising.

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