

PRINT RATE CARD

Publishing every *Wednesday and Friday*



September 1, 2019 - August 31, 2020

OPEN RATE: \$17.40/column inch

\$1.25/line

MODULAR SIZES	DIMENSIONS	ONE ISSUE	FREQUENCY DISCOUNTS										NON-PROFIT
			2-12 ISSUES		13-25 ISSUES		26-51 ISSUES		52-102 ISSUES		103+ ISSUES		
FULL	10.25 X 13.8	\$1,440	-15%	\$1,235	-20%	\$1,160	-25%	\$1,090	-30%	\$1,005	-40%	\$875	\$1,160
1/2 PAGE	5.042 X 13.8 V 10.25 X 6.82 H	\$730	-10%	\$660	-15%	\$620	-20%	\$590	-25%	\$550	-35%	\$480	\$590
1/3 PAGE	3.306 X 13.8 V 10.25 X 4.5 H	\$490	-10%	\$443	-15%	\$420	-20%	\$395	-25%	\$370	-35%	\$325	\$395
1/4 PAGE	5.042 X 6.82 V 10.25 X 3.33 H	\$365	-10%	\$330	-15%	\$310	-20%	\$295	-25%	\$280	-35%	\$240	\$295
1/6 PAGE	5.042 X 4.5 V 10.25 X 2.18 H 3.306 X 6.82 T	\$250	-5%	\$235	-10%	\$225	-15%	\$210	-20%	\$195	-30%	\$175	\$195
1/8 PAGE	5.042 X 3.33 V 10.25 X 1.61 H 3.306 X 4.5 T	\$185	-5%	\$175	-10%	\$165	-15%	\$160	-20%	\$150	-30%	\$130	\$150
1/12 PAGE	3.306 X 3.33	\$125	-5%	\$120	-10%	\$115	-15%	\$105	-20%	\$100	-30%	\$90	\$100
BUS CARD	3.306X2.18	\$85	-5%	\$80	-10%	\$75	-15%	\$70	-20%	\$65	-30%	\$55	\$65
EARLUG	1.61x1.84	\$185*	-5%		-10%		-15%		-20%		-30%		
POSTIT	3.306x3.3	\$320*	-5%		-10%		-15%		-20%		-30%		

*premium placement spots do not received frequency discounts

PUBLICATIONS AND CIRCULATION

We have two tabloid-sized publications each week. Wednesdays we publish the *Peak Midweek* and Fridays we publish the *Powell River Peak*. The *Peak* is our paid weekly newspaper and the newspaper of record for Powell River and area. The circulation area stretches from Saltery Bay in the south to Lund in the north, including Texada Island. The paid circulation of the *Peak* averages 3,000 weekly. As the only weekly newspaper in the market, the *Peak* focuses on local editorial content and it is where our readers look for news, views, reviews, letters to the editor, community news, sports, features and classifieds. On Wednesdays we publish *Peak Midweek*, a free distribution publication that is delivered to approximately 7,000 households. The *Peak Midweek* includes columns, photos, sponsored content, Scene Around Town photo page, Around Town listings and weekend flyers.

PLACEMENT

Guaranteed placement is available (within the established layout of the paper) at an **added charge of 25%**.

INSERTS/FLYERS

We'll deliver your flyer or insert with the *Powell River Peak* or *Peak Weekender* at a minimum charge of **\$50 per thousand**.

CLASSIFIED ADVERTISING RATES

Standard classified advertising: **\$11.25**. Display classified (any ad with a border, logo or graphic placed in the classified section) **starts at \$20.50**. Frequency discounts are available.

NON-PROFIT GROUPS

We are pleased to extend a 20% discount to recognized non-profit organizations.

DEADLINES

The Powell River Peak is published Fridays

All ads, including classifieds, must be booked **by noon Tuesdays**.

Peak Midweek is published Wednesdays

All ads, including classifieds, must be booked **by noon Fridays**.

We also offers a wide range of digital advertising options for all your online marketing needs. Ask us how we can help today.



Unit-F 4493 Marine Avenue
Powell River, BC
V8A 2K3

604.485.5313
prpeak.com

dot@prpeak.com
laura@prpeak.com
classifieds@prpeak.com