

Empire-Advance

servicing virden & area since 1885

LOCAL ADVERTISING RATE 46¢/LINE • \$6.44/COLUMN INCH

All advertisements take run-of-paper position unless prior arrangements are made. A \$10 placement charge will be added to guarantee a position, subject to availability.

PLEASE NOTE: When submitting artwork for advertisements, we require the artwork in CMYK colour mode. CMYK colour should always be used when a colour image is to be printed. The colour mode of your graphics files can be set to CMYK from within your graphics program. Black images and text should read as 0 0 0 100 in your CMYK colour swatches.

CLASSIFIED RATES: 25 words or less: \$7.00 | Extra words: 22¢ /word
Book for 3 weeks and receive 10% off each week, 12 weeks receive 25% off each week

FLYER DISTRIBUTION: Under 30g: 10¢ each | Up to 30-50g: 13¢ each | 51-70g: 19¢ each
Please contact for rate on item(s) over 70 g

MARKET & DISTRIBUTION: The Empire-Advance's current distribution is 1400 and has an approximate radius of 30 kms - immediately covering Elkhorn, Cromer, Minota, Lenore, Kenton, Oak Lake, Oak Lake Beach, and their surrounding areas.

MANITOBA DISTRIBUTION

Alexander	Brandon	Deloraine	Hamiota	Isabella
Beausejour	Carman	Elkhorn	Harding	Kenton
Birtle	Cromer	Gimli	Hargrave	Killamey
Boissevain	Dauphin	Griswold	Hartney	Kirkella
				Kola
				Lenore
				Maryfield
				McAuley
				Medora
				Melita
				Miami
				Miniota
				Morden
				Neepawa
				Oak Lake
				Oak River
				Pipestone
				Reston
				Rivers
				Russell
				Shoal Lake
				Sifton
				Sinclair
				Souris
				Tilston
				Virden
				Winnipeg

	OPEN RATE	4X (.41)	6X (.39)	12X (.37)	26X (.35)	52X (.30)	COLOUR COST
2 COLUMNS X 2 INCH	\$25.76	\$22.96	\$21.84	\$ 20.72	\$19.60	\$16.80	\$5.30
2 COLUMNS X 3 INCH	\$38.64	\$34.44	\$32.76	\$31.08	\$29.40	\$25.20	\$5.30
2 COLUMNS X 4 INCH	\$51.52	\$45.92	\$43.68	\$41.44	\$39.20	\$33.60	\$10.40
2 COLUMNS X 5 INCH	\$64.40	\$57.40	\$54.60	\$51.80	\$49.00	\$42.00	\$10.40
3 COLUMNS X 2 INCH	\$38.64	\$34.44	\$32.76	\$31.08	\$29.40	\$25.20	\$10.40
3 COLUMNS X 3 INCH	\$57.96	\$51.66	\$49.14	\$46.62	\$44.10	\$37.80	\$10.40
3 COLUMNS X 4 INCH	\$77.28	\$68.88	\$65.52	\$62.16	\$58.80	\$50.40	\$20.80
3 COLUMNS X 5 INCH	\$96.60	\$86.10	\$81.90	\$77.70	\$73.50	\$63.00	\$20.80
1/16 PAGE	\$48.30	\$43.05	\$40.95	\$38.85	\$36.75	\$31.50	\$10.40
1/8 PAGE	\$96.60	\$86.10	\$81.90	\$77.70	\$73.50	\$63.00	\$20.80
BANNER - 6 COL X 3"	\$115.92	\$103.32	\$98.28	\$93.24	\$88.20	\$75.60	\$20.80
1/4 PAGE	\$150.42	\$134.07	\$127.53	\$120.99	\$114.45	\$98.10	\$52.00
1/2 PAGE	\$300.84	\$268.14	\$255.06	\$241.98	\$228.90	\$196.20	\$62.50
FULL PAGE	\$607.20	\$541.20	\$514.80	\$488.40	\$462.00	\$396.00	\$130.00

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OFFICE HOURS Monday - Thursday: 9:00 am - 4:00 pm (closed 12:00 pm - 1:00pm) • Friday: 9:00 am - 12:00 pm