

2012

Advertising Rates

SUN TIMES

All ads are in full color

PRINT RATES PER MONTH

1/8 page	(2"x4")	\$110
1/6 page	(4"x4")	\$180
1/4 page	(roughly 4"x6")	\$260
1/2 page	(roughly 10"x6")	\$600
Full page	(roughly 10"x12")	\$1200

PREPAID DISCOUNT

Annual clients may subtract 8%
 Nine issues a year; double issues in July/August
 No issues in September and October

[Contracts less than 9 issues must be prepaid monthly, ahead of the ads deadline]

Special placement - add 10%

Back cover - add 15%

Licensed non-profits may subtract 30% from regular rate, but no other discounts are applicable

SUN TIMES WEB & SOCIAL AD RATES

SIDE CHANNELS - STJOHNSUNTIMES.COM

Header banner	\$70
Skyscraper	\$50
Skinny banner	\$40
Rectangle	\$30

WHERE TO STAY [Accommodations]

Listing	\$30
Listing w/picture	\$50 [80 words max]



SOCIAL MEDIA MENTIONS

FACEBOOK.COM

\$50 / per post [Max of 3 per week]

SUN TIMES BLOG

\$30 / per post

STAY HERE NEXT (Accommodations)

Full color ad or photo 2"x 2" \$100
 [80 word maximum text]

COMBINED PRINT & WEB RATES

Add a web ad to your print contract and subtract 20% from the web rate [excludes text listings and classified ads

[Annual, prepaid clients receive **60% off** web ad cost]

CALENDAR LISTINGS

\$30 per "day"
 With display ad \$30 for up to 7 days
 Paid listings are **highlighted**

