

The Creemore ECHO

Online Advertising Rates

Effective until February 2012

Business Listings

Option A- Basic Local Listing

Includes: Name, address, phone number
Cost: **FREE** to all *Creemore Echo* advertisers and businesses in the Creemore Echo distribution area .
Non-newspaper advertisers and businesses outside of distribution area **\$10 per month.**

Option B- Deluxe Listing

Includes: Name, phone number, address
Description of business, link to business website
Logo or image, map link
Cost: *Creemore Echo* advertisers and businesses in the circulation area **\$10 per month**
Non-newspaper advertisers **\$20 per month**

Terms of listing

- Listing will run with deluxe advertisers appearing at the top of each business category
- Minimum one year listing. Billed 50% and 50% after 6 months.
- Client responsible for providing up-to-date material and changes if required.
- Changes provided once per month at no charge.

Display Advertising

Ad units: 211 X 243 pixels linking to your website
Cost: Not for profit and community group rate: **\$10 per month**
Regular newspaper advertisers: **\$20 per month**
Cost for others: **\$30 per month**

Terms of Display Advertising

- Double, triple and quadruple units are available at multiple rates.
eg double unit rate = 2 X single unit rate
- Display ads rotate on a random basis.
- Minimum 3 month contract billed quarterly.
- Clients are responsible for contacting the *Echo* with any desired changes.
- Free changes to ad upon renewal of contract.
- \$10 fee for changes to ad after initial upload.
- Set up and design free.

Appropriate taxes will be applied to all ads.