

# The Highlander

## 2023 PRINT ADVERTISING RATES



Get the full power of online advertising - without extra work.

For no extra charge, we'll take your print ad and make a digital version, then put it on The Highlander's website.

Includes free ad design and a free mini-website for your offer.

Audited circulation: 8,871

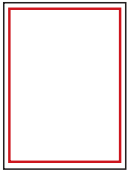
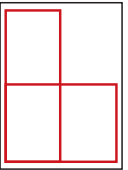
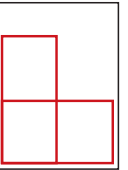
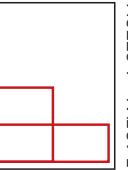





Estimated pass-on

readership: 14,000

Email subscribers: 7,300

Covering: Haliburton County,

Northern Kawartha Lakes

								
10.375W x 12.44H	5.125W x 12.285H 10.375W x 6.0773H	5.125W x 8H 10.375W x 4H	5.125W x 6.0773H 10.375W x 3H	5.125W x 4H 10.375W x 2H	3.375W x 4.5H 10.375W x 1.5H	3.375W x 3.375H	3.375W x 2H	3.25W X 1.27H 5.125W x 0.569H
<b>FULL</b>	<b>HALF</b>	<b>THIRD</b>	<b>QUARTER</b>	<b>SIXTH</b>	<b>EIGHTH</b>	<b>TWELFTH</b>	<b>BUSINESS CARD</b>	<b>SKYBOX</b>
135 SQ.IN	60 SQ.IN	40 SQ.IN	30 SQ.IN	20 SQ.IN	15 SQ.IN	10 SQ.IN	6.5 SQ.IN	4.4 SQ.IN

	<b>\$799</b>	<b>\$499</b>	<b>\$399</b>	<b>\$349</b>	<b>\$229</b>	<b>\$199</b>	<b>\$159</b>	<b>\$79</b>	<b>\$149</b>
<b>5% 4 WEEKS</b>	\$759	\$474	\$379	\$329	\$219	\$189	\$149	\$75	\$139
<b>12% 12 WEEKS</b>	\$699	\$419	\$329	\$309	\$199	\$175	\$139	\$69	\$129
<b>20% 26 WEEKS</b>	\$639	\$399	\$319	\$279	\$179	\$159	\$129	\$65	\$119
<b>25% 51 WEEKS</b>	\$599	\$369	\$299	\$259	\$169	\$149	\$119	\$59	\$109
<b>NOT FOR PROFIT</b>	\$559	\$349	\$279	\$244	\$159	\$139	\$109	\$55	\$99

### SPECIAL FEATURES

Contact your rep about Special Features published throughout the year in The Highlander.

### CLASSIFIEDS

<b>BUSINESS CARD</b>	<b>1/2 BUSINESS CARD</b>	<b>PERSONAL ANNOUNCEMENT</b>	<b>PERSONAL WORD AD</b>	<b>HIGHLIGHTED WORD AD</b>
3.375 X 2 \$79	3.375 X 1 \$39	3.375 X 4.5 \$49	25 words max \$9	personal/business \$29

**CALL NOW TO BOOK YOUR ADVERTISING SPACE IN THE HIGHLANDER**

**FOR ALL SALES INQUIRIES, CONTACT**

**DAWN**

dawn@thehighlander.ca  
705.306.9258

**LAURIE**

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705.457.6924

**HEATHER, PUBLISHER**

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705.457.2900

**FOR CLASSIFIEDS, CONTACT**

**GLENDA**

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