2017 Aurora Newspaper winter promotions

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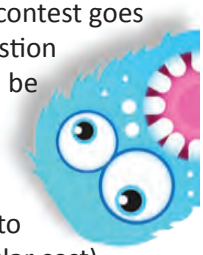
Monster Find & Win



The Aurora Newspaper's weekly Find & Win contest goes monster-size to mark the new year. A 50-question edition of the newspaper scavenger hunt will be published in the January 16 issue.

- Donate a product or certificate, and the value of that item will be deducted from your ad cost (up to a $100 prize, discount to a maximum of 50 per cent of the ad's regular cost)
- You have multiple chances of having your business highlighted in the contest questions
- Participating business/ organizations' colour logos will be included on the Monster Find and Win contest page
- The contest winner will be drawn randomly from entries received
- **Deadline to book an ad is Thursday, 10 a.m., January 12**

2017 14 Wing Greenwood wing guide

Official publication providing information on all squadrons and sections operating at Canadian Force's largest Air Force base in Eastern Canada, along with community, family and recreational programs. This guide is distributed by the Greenwood Military Family Resource Centre to military families coming into our community, and is used as an awareness tool by the wing's public affairs officer and Greenwood Military Aviation Museum.

- 1,000 copies
- 90-plus pages
- **Full colour, glossy**
- Fully bilingual
- Quarter page - $420
- Half page - $740
- Full page - $1,100
- Inside cover $1,200 full page, $815 half page
- Back cover - $1,300
- All prices plus tax
- **Deadline February 16**
- **Available April 3**

Business booster

Take advantage of a five-week presence in The Aurora Newspaper, including:

- four business cards (2 columns by 28 agate lines/ 3.25 inches by 2 inches) AND a 4 columns by 45 agate lines/ 6.625 inch by 3.25 inch feature ad). You choose when to run the larger ad within the five weeks.
- **Black and white option,** $260 plus tax ($43 saving)
- **Colour option,** $300 plus tax ($43 saving)

Middleton has heart

Celebrate winter, Valentine's Day and life in the "Heart of the Valley," Middleton, this February. Promotion will run February 13 issue.

- **Full colour**
- Sample size 2 columns by 28 agate lines/ 3.25 inches by 2 inches (business card) $47.60 plus tax OR any ad, any size at 85 cents per agate line per column
- For standard ad sizes and dimensions, visit www.auroranewspaper.com
- **Deadline February 9 noon**

Seasonal savings

Treat your customers and encourage new business with a coupon redeemable at your business. A discount off a featured product or service? A BOGO event?

- 2 columns by 25 agate lines/ 3.25 inches by 1.75 inches
- **Full colour**
- $42.50 plus tax
- Will appear in Beat the Winter Blues February 6 issue
- **Deadline February 2 noon**

Middleton Deals coupon event

Treat your customers and encourage new business with a coupon redeemable at your business. A discount off a featured product or service? A BOGO event?

- **Full colour**
- 2 columns by 25 agate lines/ 3.25 inches by 1.75 inches
- $42.50 plus tax
- Will appear in Middleton Deals March 6 issue
- **Deadline March 2 noon**

Services & trades

Business card directory

- **Black and white**
- 2 columns by 25 agate lines/ 3.25 inches by 1.75 inches
- Six week commitment $189 plus tax (regular line rate = $225 – about a 16 per cent savings)
- Single insertion $37.50 plus tax
- **Colour**
- Six week commitment $214 plus tax (regular line rate = $255 – about a 16 per cent savings)
- Single insertion $42.50 plus tax