

the Aurora

2017 Aurora Newspaper spring promotions

Contact | auroramarketing@ns.aliantzinc.ca • 902-765-1494 local 5833

National Volunteer Week Recognition

Join the community in marking National Volunteer Week

- April 23 to 29
- Promotion will appear in the April 24 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
- **Deadline April 20 noon**



Spring Fling

Multi-page spread featuring photos and features on all things seasonal: outdoor living, recipes, consumer trends. Captures Mother's Day and Victoria Day special event weekends.

- **Full colour**
- Book one week, save 10 per cent
- Commit to all three weeks, save 15 per cent
- Any ad, any size
- Will run in issues
- May 8 (**deadline May 4 noon**)
- May 15 (**deadline May 11 noon**)
- May 22 (**deadline May 18 noon**) issues



June is Recreation Month

Healthy living and family fun go hand in hand, and what better way to start summer than with a resource of festivals, attractions, program registration information, special events and more?

Full colour

- Any ad, any size at 85 cents per agate line per column
- June 5, 12, 19, 26 issues
- **Deadline Wednesday noon before each issue**

West Kings graduation

Congratulate our high school graduates on their achievements, and wish them well in the future.

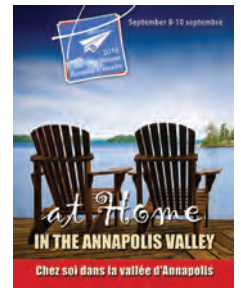
- **Black and white**
- 2 columns by 28 agate lines/ 3.25 inches by 2 inches (business card) \$42 plus tax
- Will run July 10 issue (**deadline July 6 noon**)



Wing Welcome book

Celebrate 14 Wing Greenwood's Wing Welcome weekend September 7 to 10, as new military families and the community settle in to fall routines. This publication kicks off Wing Welcome, fall programs and attractions with an extensive listing of community resources.

- 4,500 copies
- **Full colour**
- Fully bilingual
- Eighth page \$70
- Quarter page \$125
- Half page \$225
- Full page \$410
- Inside cover \$510
- Back cover \$610 (all prices plus tax)
- Inserted in The Aurora Newspaper August 28
- **Deadline to book cover space July 20**
- **Deadline to book inside space August 10**



Business booster

Five weeks of advertising, including four weeks featuring your business card (2 columns by 28 agate lines/ 3.25 inches by 2 inches) AND one larger display space (4 column by 45 agate lines/ 6.625 inches by 3.25 inches)

- \$260 plus tax - **black and white (save \$43)**
- \$300 plus tax - **colour (save \$43)**

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



www.auroranewspaper.com