

# the Aurora

## 2018 Aurora Newspaper holiday promotions

Contact | [auroramarketing@ns.aliantzinc.ca](mailto:auroramarketing@ns.aliantzinc.ca) • 902-765-1494 local 5833

### Shop local this Christmas

Multi-page spread featuring photos and features on all things seasonal: outdoor living, recipes, consumer trends. Captures Black Friday sale dates (November 23) and four full weeks of the busiest retail season of the year.

- **Full colour**
- Book one week, save 10 per cent
- Commit to all four weeks, save 20 per cent
- Any ad, any size
- **November 19, 26, December 3 & 10 issues**
- **Deadline** Thursday noon before each issue



### Celebrate Christmas in Berwick

Celebrate Christmas in the "Apple Capital" of Berwick November 23, 24 and 25.

- **Full colour**, save 10 per cent per week
- Any ad, any size at 90 cents per line per column
- **November 19 issue**
- **Deadline** November 14 noon



### Kingston Christmas

Celebrate Christmas in the Village, at Kingston's annual family fun night at the Credit Union Centre November 30. Feature will include all the event's activities and schedule.

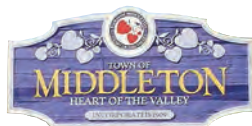
- **Full colour**, save 10 per cent
- Any ad, any size at 90 cents per line per column
- **November 26 issue**
- **Deadline** November 22 noon



### Capture the magic of Christmas in Middleton

Celebrate Christmas in the "Heart of the Valley," Middleton.

- **Full colour**, save 10 per cent
- Any ad, any size at 90 cents per line per column
- **November 26 issue**
- **Deadline** November 22 noon



### Christmas greetings

Send seasonal greetings to clients, customers and friends in this special Aurora issue, featuring 14 Wing Greenwood greetings and letters to Santa.

- **Full colour**
- Any ad, any size at \$1 per line per column
- December 17 issue
- **Deadline** December 13 noon



### 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)
- **Black and white option**, \$305 plus tax (save \$58)
- **Colour option**, \$340 plus tax (save \$64)

### Services & trades

Business card directory

- **Black and white**
- 2 columns by 25 agate lines/ 3.25 inches by 1.75 inches
- Six week commitment \$225 plus tax (regular line rate = \$270 – about a 16 per cent savings)
- Single insertion \$45 plus tax
- **Colour**
- Six week commitment \$250 plus tax (regular line rate = \$300 – about a 16 per cent savings)
- Single insertion \$50 plus tax



### Monster Find & Win 2019

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 21, 2019 issue.

- Donate a product or certificate, up to a \$100 value, and your ad will be discounted to that amount 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 winner will be drawn randomly from entries received
- **Deadline** Thursday, 10 a.m., January 17



For standard ad sizes and dimensions, visit [www.auroranewspaper.com](http://www.auroranewspaper.com)