

# the Aurora

## 2018 Aurora Newspaper spring promotions

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### National Volunteer Week Recognition

Join the community in marking National Volunteer Week

- April 15 to 21
- Promotion will appear in the April 16 issue
- **Full colour**
- Sample size 2 columns by 28 agate lines (3.25 inches by 2 inches) business card \$56 plus tax OR Any ad, any size at \$1 per agate line per column
- **Deadline April 11 noon**



VOLUNTEER  
BÉNÉVOLES  
C A N A D A

### 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 14 (**deadline May 9 noon**)  
May 21 (**deadline May 16 noon**)  
May 28 (**deadline May 23 noon**) issues



### 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)

- \$305 plus tax - **black and white (save \$58)**
- \$340 plus tax - **colour (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

