



2020 Aurora Newspaper spring promotions

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National Volunteer Week Recognition

Join the community in marking National Volunteer Week

- April 19 to 25
- Promotion will appear in the April 20 issue
- **Full colour**
- Sample size 2 columns by 28 agate lines (3.25 inches by 2 inches) business card \$63.84 plus tax OR
- Any ad, any size at \$1.14 per agate line per column
- **Deadline April 15 noon**



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
- 10% off - advertise 1 issue: \$1.03 cents per agate line
- 15% off - advertise 2 issues: \$0.97 cents per agate line
- 20% off - advertise 3 issues: \$0.91 cents per agate line
- 25% off - advertise 4 issues: \$0.86 cents per agate line
- 30% off - advertise 5 issues: \$0.80 cents per agate line
- June 1, 8, 15, 22, 29 issues
(deadline Wednesday noon before each issue)



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 4 **(deadline Apr 29 noon)**
- May 11 **(deadline May 6 noon)**
- May 18 **(deadline May 13 noon)** issues

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.
- \$349 plus tax **Black and white** (save \$67.12)
- \$388 plus tax **Colour** (save \$72.56)

Services & trades

Business card directory

- **Black and white**
- 2 columns by 25 agate lines/ 3.25 inches by 1.75 inches
- Six week commitment \$260 plus tax (regular line rate = \$309 – about a 16 per cent savings)
- Single insertion \$51.50 plus tax
- **Colour**
- Six week commitment \$288 plus tax (regular line rate = \$342 – about a 16 per cent savings)
- Single insertion \$57 plus tax

