



# 2021 Aurora Newspaper fall promotions

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## Fall Frolic

Multi-page spread featuring photos and features on all things seasonal: outdoor living, recipes, consumer trends. Captures fall fun dates and the Thanksgiving long weekend.

- **Full colour**
- Book one week, save 10 per cent
- Commit to all three weeks, save 15 per cent
- Any ad, any size
- **Issues**



**September 27 (deadline September 22, noon)**  
**October 4 (deadline September 29, noon)**  
**October 11 (deadline October 6, noon)**

## Fire Prevention Week

Join the community in marking Fire Prevention Week October 3 to 9. Sponsor a bilingual fire safety tip on behalf of 14 Wing Greenwood Fire & Emergency Services. Feature will appear in the October 4 issue.

- **Full colour**
- \$52 plus tax
- **Deadline September 29 noon**



## Remembrance Day feature

Join the community in marking Remembrance Day, with special features and stories. Feature will appear in the November 8 issue.

- Banner ad \$50 plus tax OR
- Any ad, any size at \$1.16 per agate line per column
- **Full colour**
- **Deadline November 3 noon**



## Business booster

- \$356 plus tax - **black and white** (save \$68.20)
  - \$396 plus tax - **colour** (save \$72.64)
- 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)

## Services & trades

Business card directory

### Black and white

- 2 columns by **25 agate lines**/ 3.25 inches by 1.75 inches
- Single insertion \$52.50 plus tax OR six week commitment \$265 plus tax (regular line rate = \$315 plus tax)
- 2 columns by **50 agate lines**/ 3.25 inches by 3.5 inches.
- Single insertion \$105 plus tax OR six week commitment \$530 plus tax (regular line rate = \$630 plus tax)



### Colour

- 2 columns by **25 agate lines**/ 3.25 inches by 1.75 inches.
- Single insertion \$58 plus tax OR six week commitment \$294 plus tax (regular line rate = \$348 plus tax)
- 2 columns by **50 agate lines**/ 3.25 inches by 3.50 inches. Single insertion \$118 plus tax OR six week commitment \$588 plus tax (regular line rate = \$708 plus tax)

## Premium placement

### Front page, colour advertising

Catch eyes on The Aurora's front page: be the first thing seen on doorsteps, news stands and online.

- **Single** space (3.25" by 1.5") \$81.48 plus tax
- **Double** space (6.62" by 1.5") \$162.96 plus tax
- **Triple** space (10" by 1.5") \$244.44 plus tax

