



2023 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 25 (deadline September 20, noon)
October 2 (deadline September 27, noon)
October 9 (deadline October 4, noon)

Fire Prevention Week

Join the community in marking Fire Prevention Week October 8 to 14. Sponsor a bilingual fire safety tip on behalf of 14 Wing Greenwood Fire & Emergency Services. Feature will appear in the October 9 issue.

- **Full colour**
- \$58 plus tax
- **Deadline October 4 noon**



Remembrance Day feature

Join the community in marking Remembrance Day, with special features and stories. Feature will appear in the November 6 issue.

- Banner ad \$56 plus tax OR
- Any ad, any size at \$1.30 per agate line per column
- **Full colour**
- **Deadline November 1 noon**



Business booster

- \$400 plus tax - **black and white** (save \$76.72)
- \$444 plus tax - **colour** (save \$81.20)

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 \$59 plus tax OR six week commitment \$297 plus tax (regular line rate = \$354 plus tax)
- 2 columns by **50 agate lines**/ 3.25 inches by 3.5 inches.
- Single insertion \$118 plus tax OR six week commitment \$594 plus tax (regular line rate = \$708 plus tax)



Colour

- 2 columns by **25 agate lines**/ 3.25 inches by 1.75 inches.
- Single insertion \$65 plus tax OR six week commitment \$330 plus tax (regular line rate = \$390 plus tax)
- 2 columns by **50 agate lines**/ 3.25 inches by 3.50 inches. Single insertion \$130 plus tax OR six week commitment \$660 plus tax (regular line rate = \$780 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") \$93.24 plus tax
- **Double space** (6.62" by 1.5") \$186.48 plus tax
- **Triple space** (10" by 1.5") \$279.72 plus tax

