



2024 Aurora Newspaper spring promotions

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National Volunteer Week Recognition

Join the community in marking National Volunteer Week April 14 to 20.

- **Full colour**
- Sample size 2 columns by 28 agate lines (3.25 inches by 2 inches) business card \$77.84 plus tax OR
- Any ad, any size at \$1.39 per agate line per column
- Promotion will appear in the April 15 issue
- **Deadline April 10 noon**



Spring Fling

Multi-page spread featuring photos and features on all things seasonal: outdoor living, recipes, consumer trends. Captures Mother's Day May 12 and Victoria Day May 20 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 6 (**deadline May 1 noon**)
 - May 13 (**deadline May 8 noon**)
 - May 20 (**deadline May 15 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)

- \$428 plus tax - **black and white** (save \$81.04)
- \$475 plus tax - **colour** (save \$86.56)

Services & trades

Business card directory

Black and white

- 2 columns by **25 agate lines**/ 3.25 inches by 1.75 inches
- Single insertion \$63 plus tax OR six week commitment \$318 plus tax (regular line rate = \$378 plus tax)
- 2 columns by **50 agate lines**/ 3.25 inches by 3.5 inches.
- Single insertion \$126 plus tax OR six week commitment \$636 plus tax (regular line rate = \$756 plus tax)

Colour

- 2 columns by **25 agate lines**/ 3.25 inches by 1.75 inches.
- Single insertion \$69.50 plus tax OR six week commitment \$353 plus tax (regular line rate = \$417 plus tax)
- 2 columns by **50 agate lines**/ 3.25 inches by 3.50 inches. Single insertion \$139 plus tax OR six week commitment \$706 plus tax (regular line rate = \$834 plus tax)



Sizzling Savings

Go big, Save big!

Buy a multi-week **colour** promotion of quarter-page ads or larger, and save year round.

Run 'em in a row, or pick your dates (**deadlines Wednesdays, noon**)

- 3 weeks - **save 15 per cent**
- 4 weeks - **save 20 per cent**
- 5 weeks - **save 30 per cent**

