



# 2024 Aurora Newspaper fall promotions

Contact | [auroramarketing@ns.aliantzinc.ca](mailto:auroramarketing@ns.aliantzinc.ca) • 902-765-1494 local 568-5833

## 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 23 (deadline September 18, noon)**  
**October 7 (deadline October 2, noon)**  
**October 21 (deadline October 16, noon)**

## Fire Prevention Week

Join the community in marking Fire Prevention Week October 6 to 12. Sponsor a bilingual fire safety tip on behalf of 14 Wing Greenwood Fire & Emergency Services. Feature will appear in the October 7 issue.

- **Full colour**
- \$62 plus tax
- **Deadline October 2 noon**



## Remembrance Day feature

Join the community in marking Remembrance Day, with special features and stories. Feature will appear in the November 4 issue.

- Banner ad \$60 plus tax OR
- Any ad, any size at \$1.39 per agate line per column
- **Full colour**
- **Deadline October 30 noon**



## Business booster

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

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 \$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)

## 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") \$99.96 plus tax
- **Double space** (6.62" by 1.5") \$199.92 plus tax
- **Triple space** (10" by 1.5") \$299.88 plus tax

