

the Aurora

2015 Aurora Newspaper fall promotions

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Seasonal Savings

Treat your customers and encourage new business with a coupon redeemable at your business. A discount off a featured product or service? A BOGO event?

- 2 columns by 25 agate lines (3.25 inches by 1.75 inches)
- **Colour**
- \$40.50 plus tax (1st coupon) \$30.50 plus tax (2nd coupon) \$20.50 plus tax (3rd coupon) \$10.50 plus tax (4th coupon) (FREE 5th coupon)
- Will appear in Autumn Deals September 14 Aurora Newspaper issue
- **Deadline September 9 noon**



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.

- Any ad, any size
- **Colour**
- Book one week, save 10 per cent
- Commit to all three weeks, save 15 per cent
- **Issues**
October 5 (deadline September 30, noon)
October 12 (deadline October 7, noon)
October 19 (deadline October 14, noon)



Fire Prevention Week

Join the community in marking Fire Prevention Week October 4 to 10. Sponsor a bilingual fire safety tip on behalf of 14 Wing Greenwood Fire & Emergency Services. Feature will appear in the October 5 issue.

- **Colour**
- \$49 plus tax
- **Deadline noon September 30**



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 49 agate lines/ 6.625 inch by 3.5 inch feature ad). You choose when to run the larger ad within the five weeks.
- **Black and white option**, \$205 plus tax (\$93 saving)
- **Colour option**, \$250 plus tax (\$77 saving)

Remembrance Day feature

Join the community in marking Remembrance Day, with special features and stories. Feature will appear in the November 9 issue.

- Banner ad \$35 plus tax OR
- Any ad, any size at 81 cents per agate line per column
- **Colour**
- **Deadline November 4 noon**



Colouring contests

Have some fun and sponsor a seasonal colouring contest! We'll provide the art, ballot box and contest management service; you provide three \$15 gift cards for prizes and information for your anchor ad. Entries will be dropped off by participants in the contest period at your location, or at The Aurora Newspaper office. Winners will be announced in a subsequent Aurora, with your logo included.

- **Black and white**
Total space 4 columns by 157 lines includes art (two-thirds) and your anchor ad (one-third: 4 columns by 52 agate lines/ 6.625 inches by 3.75 inches). Retail cost \$147.68; your cost \$102.68 plus tax
- **Colour**
Total space 4 columns by 157 lines includes art (two-thirds) and your anchor ad (one-third: 4 columns by 52 agate lines/ 6.625 inches by 3.75 inches). Retail cost \$168.48; your cost \$123.48 plus tax.
- **Available:**
Fire Prevention
Halloween
Christmas



Services & trades

Join our business card directory:

- **Black and white**
- 2 columns by 25 agate lines/ 3.25 inches by 1.75 inches
- Six week commitment \$179 plus tax (regular line rate = \$213 – about a 16 per cent savings) OR
- Single insertion \$35.50 plus tax



For standard ad sizes and dimensions, visit www.auroranewspaper.com