



2022 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 26 (deadline September 21, noon)
October 3 (deadline September 28, noon)
October 10 (deadline October 5, noon)

Fire Prevention Week

Join the community in marking Fire Prevention Week October 9 to 15. Sponsor a bilingual fire safety tip on behalf of 14 Wing Greenwood Fire & Emergency Services. Feature will appear in the October 10 issue.

- **Full colour**
- \$53 plus tax
- **Deadline October 5 noon**



Remembrance Day feature

Join the community in marking Remembrance Day, with special features and stories. Feature will appear in the November 7 issue.

- Banner ad \$51 plus tax OR
- Any ad, any size at \$1.18 per agate line per column
- **Full colour**
- **Deadline November 2 noon**



Business booster

- \$363 plus tax - **black and white** (save \$68.20)
 - \$404 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 \$53.50 plus tax OR six week commitment \$270 plus tax (regular line rate = \$321 plus tax)
- 2 columns by **50 agate lines**/ 3.25 inches by 3.5 inches.
- Single insertion \$107 plus tax OR six week commitment \$541 plus tax (regular line rate = \$642 plus tax)



Colour

- 2 columns by **25 agate lines**/ 3.25 inches by 1.75 inches.
- Single insertion \$59 plus tax OR six week commitment \$300 plus tax (regular line rate = \$354 plus tax)
- 2 columns by **50 agate lines**/ 3.25 inches by 3.50 inches. Single insertion \$118 plus tax OR six week commitment \$600 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") \$84.84 plus tax
- **Double** space (6.62" by 1.5") \$169.68 plus tax
- **Triple** space (10" by 1.5") \$254.52 plus tax

