



# 2022 ADVERTISING RATE SHEET

## GUIDELINES, DEADLINES, AND PRICING INFORMATION

### CONTACT: Director of Sales & Marketing

The Sioux Lookout Bulletin

Office: 807 737 4207

[advertising@siouxbulletin.com](mailto:advertising@siouxbulletin.com)

The Sioux Lookout Bulletin

Box 1389, 40 Front Street

Sioux Lookout, ON, P8T 1B9

P: 807 737 3209

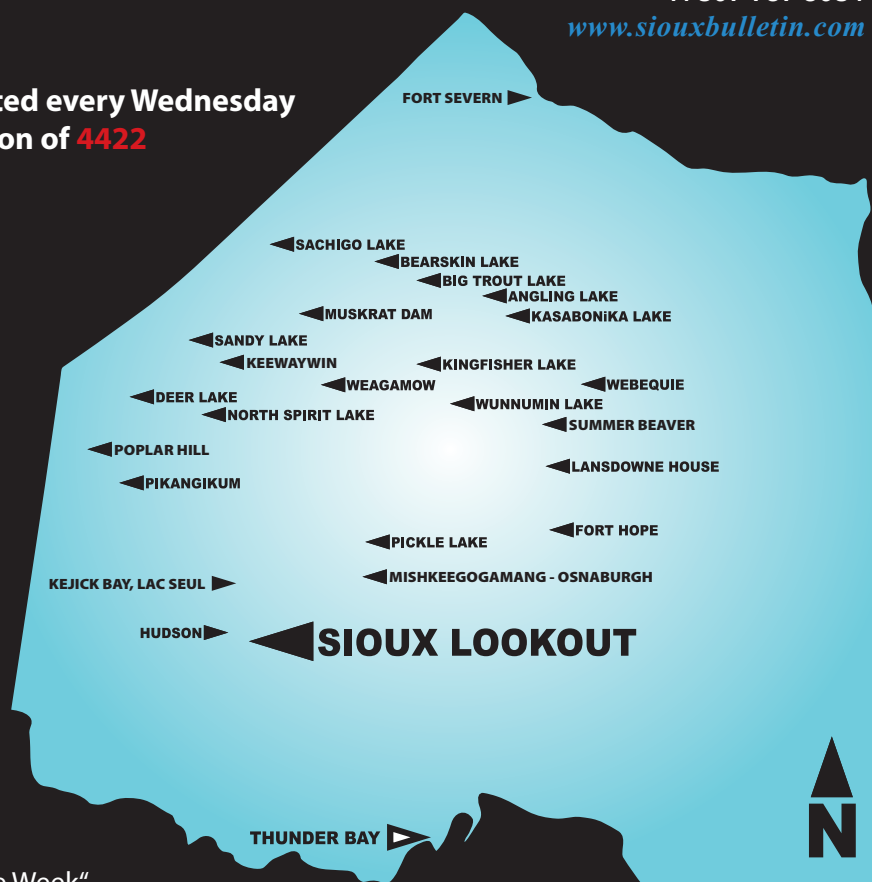
F: 807 737 3084

[www.siouxbulletin.com](http://www.siouxbulletin.com)

### CIRCULATION: Paper distributed every Wednesday with a circulation of 4422

#### SERVING THESE COMMUNITIES

Angling Lake	North Spirit Lake
Bearskin Lake	Pickle Lake
Big Trout Lake	Pikangikum
Deer Lake	Poplar Hill
Fort Hope	Sandy Lake
Kasabonika	Sachigo Lake
Keewaywin	Summer Beaver
Kejick Bay, Lac Seul	Weagamow Lake
Kingfisher Lake	Webequie
Landsdowne House	Wunnumin Lake
Mishkeegogamang	Fort Severn
- Osnaburgh	
Muskrat Dam	



#### ABOUT US

- The Sioux Lookout Bulletin first went to press in October 1991
- Local reporters
- Weekly Features including "From the Archives", and "Question of the Week"
- Online since March 2001
- Online features include online articles, service directory, want ads, and community advertisements
- Find us on Facebook, Twitter and Instagram ( @siouxbulletin )

#### ABOUT SIOUX LOOKOUT

- Municipality of Sioux Lookout turned 100 years old in 2012
- Population 5,500
- The "Hub of the North"
- Located half way between Thunder Bay, Ontario and Winnipeg, Manitoba
- Approximately 100 km from Dryden
- 65K off the Trans Canada Hwy, north of Dinorwic on Hwy 72

# DISPLAY ADVERTISING

## OUR RATES:

**PER COLUMN INCH . . . . . \$12.94**

### PRICING FORMULA

Columns x Depth x Rate = Price

ie. (2 Columns) x (5 Inches) x (12.94 Rate) = \$129.40

### COLOUR SURCHARGE

Full colour . . . . . 50%

**PLACEMENT SURCHARGE . . . . . 25%**

### DISCOUNTS

Frequency Discount 2nd week . . . . . 5%

Frequency Discount 3rd week . . . . . 10%

and each subsequent week . . . . . 10%








Charity Discount . . . . . 10%

Non-profit Discount . . . . . 5%

### ONLINE INCLUDED!

See the Online Advertising section (pg 3), for details on Print Display/Online Mixed Rate.

## SUBMISSION REQUIREMENTS

PHOTO FILES	AD COPY	CAMERA READY
jpg tiff bmp	doc docx txt	pdf
  	  	
		WITH FONT/GRAPHICS EMBEDDED

1 Col  
1.625"

2 Columns  
3.4"

3 Columns  
5.175"

4 Columns  
6.95"

5 Columns  
8.72"

6 Columns  
10.5"

## Column Widths

**Ads should be created using our column widths or will be scaled/floated**



## DEADLINE THURSDAY AT NOON\*

\* Wednesday 12:00 noon when preceded by a holiday

Advertisements received after deadline will be processed as time permits.

If no reply is given by Friday at 4:00 your ad will appear as is in the paper that you have booked it to run and you will be charged accordingly.

Page 13 - Wednesday, Month D, YYYY

Volume 26, No. X - The Sioux Lookout Bulletin

## NEWS

### TOP (PNTP)

Read all about it in The Sioux Lookout Bulletin

**On Top Of Ad Spread (PNUP)**

## Print Placement Options

(PNXX)

Where PN is the page #:

**PAGES 1 THROUGH 3: 01, 02, 03**

**CENTER SPREAD: C1, C2, C3, C4**

**BACK PAGES: B1, B2, B3, B4**

Where XX is TP, UP, BL or BR

**ALT: SPECIAL PLACEMENT: 00**

**BOTTOM LEFT (PNBL)**

**BOTTOM RIGHT (PNBR)**

## PLACEMENT: SET YOURSELF APART

For a placement fee you can place your ad in the ideal position to get noticed first.

### WHICH PAGE:

Front Page

After Front

Back Page

Before Back Page

Specific Page # \*

Left of Center

Center Spread (left)

Center Spread (right)

Right of Center

### PAGE POSITIONS:

Top of page\*

Bottom of Page

On top of Ad Spread

### SPECIAL RULES:

Request a special circumstance and we will do our best to accommodate it.

### ASSOCIATED WITH PAPER SECTIONS:

Editorial Header: News, Sports, Entertainment, etc. \*

Service Directory; see section (pg 5): 4th and 5th last page of edition

Classifieds; see section (pg 5): 3rd last page of edition

Memories & Celebrations; see section (pg 8): 2nd last page of edition

**Contact [advertising@siouxbulletin.com](mailto:advertising@siouxbulletin.com) for more information.**

\* Depending on availability and page rules, be the first to book to secure the spot!

All prices are subject to HST. Prices in effect January 10, 2022 and may change without notice.

# AD PRICING GUIDE

## CUSTOM CAMPAIGNS:

We are able to work with your budget and content to design a custom sized and priced ad campaign for you.

## PRINT ADVERTISEMENTS:

Pair your print advertisement with an online campaign and  
**GET 50% OFF YOUR ONLINE AD!**

SUGGESTED SIZE OPTIONS	SIZE BY COLUMN	DIMENSIONS	BLACK & WHITE	FULL COLOUR	COLOUR PLACEMENT
Teaser (front)	N/A	2.38" x 2.8"			\$ 150.90
Top Banner (front)	N/A	10.5" x 0.75"			\$ 101.90
Bottom Banner (front)	N/A	10.5" x 2.857"			\$ 388.19
Back Banner	6 col x 1.5"	10.5" x 1.5"			\$ 203.81
Full Page	6 col x 21.32	10.5" x 21.32	\$ 1,655.28	\$ 2,482.92	\$ 2,896.74
3/4 Page	6 col x 16.125"	10.5" x 16.125"	\$ 1,252.33	\$ 1,878.50	\$ 2,191.58
1/2 Page	6 col x 10.75"	10.5" x 10.75"	\$ 834.63	\$ 1,251.95	\$ 1,460.60
1/3 Page	4 col x 10.75"	6.95" x 10.75"	\$ 556.42	\$ 834.63	\$ 973.74
1/4 Page	3 col x 10.75"	3 col x 10.75"	\$ 417.32	\$ 625.98	\$ 730.31
1/8 Page	3 col x 5.375"	5.175" x 5.375"	\$ 208.85	\$ 313.28	\$ 365.49
1/6 Page	2 col x 10.75"	3.4" x 10.75"	\$ 278.21	\$ 417.32	\$ 486.87
1/7 Page	2 col x 9.2142"	3.4" x 9.2142"	\$ 238.35	\$ 357.53	\$ 417.11
1/12 Page	2 col x 5.375"	3.4" x 5.375"	\$ 139.23	\$ 208.85	\$ 243.65
1/16 Page	3 col x 2.6875"	5.175" x 2.6875"	\$ 104.43	\$ 156.65	\$ 182.75
1/24 Page	2 col x 2.6875"	3.4" x 2.6875"	\$ 69.62	\$ 104.43	\$ 121.84
1/48 Page	1 col x 2.6874"	1.675" x 2.6875"	\$ 34.81	\$ 52.22	\$ 60.92
Banner:	6 col x 2"	10.5" x 2"	\$ 155.28	\$ 232.92	\$ 271.74

## ONLINE ADVERTISEMENTS:

ONLINE AD TYPE	DIMENSIONS	BASE COST	PAIRED w/ PRINT	PLACEMENT	PAIRED / PLACEMENT
Online: Top Banner	728px x 90px	\$113.64	\$56.82	\$142.05	\$85.23
Online: Big Box	300px x 250px	\$113.64	\$56.82	\$142.05	\$85.23
Online: Medium Box	300px x 250px	\$79.89	\$39.95	\$99.86	\$59.92
Online: Footer Banner	728px x 90px	\$91.14	\$45.57	\$113.93	\$68.36
Online: Employment Ad	1000px(-) x 90px(+)	\$79.89	\$39.95	\$99.86	\$59.92

### ONLINE ONLY RATE

Advertising rates for our website.  
Web ads include full colour design for banners and sidebars

#### BANNERS \$ Per Week

**HEADER**† . . . . \$113.64

728 x 90 pixels

**FOOTER**† . . . . \$91.14

728 x 90 pixels

#### SIDEBARS \$ Per Week

**MEDIUM BOX**† . . \$79.89

300 x 250 pixels

**BIG BOX**† . . . . \$113.64

300 x 600 pixels

OR

### PAIR YOUR DISPLAY AND SAVE

Advertise in the paper and online and receive these **discounts!**

### DISPLAY ADS / WANT ADS\*

Running an ad in the paper? You'll automatically receive a **50% discount** on the online ad price to advertise the same ad online!

Display Ad : Medium Box unless otherwise specified!  
Specify with your booking for other placements!

Want Ad : Employment Page, upgrade for banner ads!

### FEATURES

Web ad can include a link to your organizations website if provided OR to a JPEG of your print ad on our Community Advertisements, or Want Ads sections.

† Paired display ads must be a minimum of 2 columns x 4 inches to receive online discount.

All prices are subject to HST. Prices in effect January 10, 2022 and may change without notice.

# AD SIZING GUIDE

**FULL PAGE**  
6 col (10.5") x 21.32"

**Teaser**  
2.375" x 2.8"  
In column, with placement (TEAS)

**Front Page Top Banner**  
10.5" x 0.75"  
In column, with placement (FTTB)

**Front Page Bottom Banner**  
6 col x 2.857 in"  
In column, with placement (FBL)

**1/6 PAGE**  
2 col (3.4") x 10.75"

**1/7 PAGE**  
2 col (3.4") x 9.2142"

**1/12 PAGE**  
2 col (3.4") x 5.375"

**3/4 PAGE**  
6 col (10.5") x 16.125"

**1/3 PAGE**  
4 col (6.95") x 10.75"

**1/3 PAGE**  
6 col (10.5") x 7.1667"

**1/4 PAGE**  
3 col (5.175") x 10.75"

**1/8 PAGE**  
3 col (5.175") x 5.375"

**1/4 PAGE**  
6 col (10.5") x 5.375"

**Back Page Banner**  
6 col x 1.5"  
Available in larger sizes at request.

**1/12 PAGE**

**1/48 PAGE**

**1/24 PAGE**

**1/16 PAGE**

**BANNER 6 col x 2"**  
Available in larger sizes at request.

**1 column (1.625")**

**2 column (3.4")**

**3 column (5.175")**

**4 column (6.95")**

**5 columns (8.72")**

**6 columns (10.5")**

**TOP BANNER - 728px \* 90px**

**BIG BOX**  
300px by 600px

**MEDIUM BOX**  
300px by 250px

**MEDIUM BOX**  
300px by 250px

**BOTTOM BANNER - 728px \* 90px**



# CLASSIFIED ADVERTISING



**DEADLINE THURSDAY @ NOON**

\* Wednesday @ 12:00 noon when preceded by a holiday

**MINIMUM CHARGE** ..... \$ 10.30  
23 words or less  
**PRICE PER WORD** ..... \$ 0.45  
**ADD A PHOTO OR GRAPHIC** ..... \$ 8.15

**BUY 2 GET THE 3<sup>RD</sup> WEEK FREE**

- Ads must be prepaid in full
- The first 3 words will be bold
- Abbreviations are counted as words
- Uploaded for free to our website

**SUBMIT YOUR CLASSIFIED AD VIA:**

Email: **advertising@siouxbulletin.com**  
Phone: **807 737 3209**  
Fax: **807 737 3084**

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For Sale	Services	Real Estate
<p>2008 Front End Loader 5 hrs. \$59,000; Case Backhoe with extend a hoe \$33,600; 4 wheel drive and 2004 Chev Duramax diesel crew cab truck with Boss V power \$28,000. For information call or text 807-276-0050.</p>	<p><b>SNOW-RE-GONE</b> - Your snow removal specialists. Contact Phil anytime for a free estimate. 738-4444. We are snow-blasted and ready to go!</p> <p>Are you looking for Telephone and Internet Provider? Call MegaFon Connection! We offer the best prices. No contract required. Call 1-866-717-2111.</p> <p><b>DEBT PROBLEMS?</b> (Discuss Your Options.) For free advice: MNP Ltd., Trustee in Bankruptcy, Local Office: 315 Main Street South, Kenora, ON; Cathy Morris, Estate Manager (807) 468-3338 or Toll Free 866-381-3338. Principal</p>	<p>For sale or rent. Discover your own private paradise on South Shore Drive. 25 minutes from town. 5 minutes in winter. 2 bedroom mobile with many updates. Close to trails. \$650. Utilities will consider your mortgage. 737-4918.</p> <p><b>Dynamic System-Built Homes</b> offers high-end, quality built homes at affordable prices. Choose from our designs or send us your ideas and we will design a dream home for you. Multi-family dwelling homes available. Tour our display home located 3 km west of Fort Frances. Open M-F 8-5. Open Saturdays 9-1. Other times by appointment. Visit our website: www</p>

# SERVICE DIRECTORY

**LARGE AD** ..... \$284.52  
3.4" x 1.6" per week \$23.71

**SMALL AD** ..... \$147.48  
1.625" x 1.6" per week \$12.29

- Service Directory ads are billed on a 12 week cycle
- Ads placed in the middle of a run will be prorated
- No refunds for mid-cycle cancellations
- Random placement and occasional shuffling of ads may occur
- Includes the online Service Directory

**SERVICE DIRECTORY**  
Your source for community services, contractors and professionals.  
Random placement and occasional shuffling of ads may occur.

**ADS RUN 12 WEEK MINIMUM**  
Large ad 3.4" x 1.6" \$2371/wk  
Small ad 1.625" x 1.6" \$1229/wk

**5 MILE CORNER**  
OPEN 7 DAYS A WEEK  
Gift Shop • Local Art • Native Crafts • Jewellery • Souvenirs • Men's • Women's • Children's Clothing  
LOCALLY MADE ARTS & CRAFTS  
Open 7 Days/Week. 100-511 24Hr. 807-229-2264 737-8654

**Alcon Storage**  
Phone: 807-738-8888  
Web site: www.alconstorage.ca

**Blinds By Melina**  
CUSTOM MADE  
Blinds, Drapery, Shutters, Awnings And More!  
Serving Sioux Lookout 807-225-2007  
Cleveland Melina Jones  
blindsbymelina@yahoo.ca

**OPTOMETRISTS**  
Dr. Lisa Iacorelli & Dr. Barbara Iacorelli  
44 PRINCESS STREET  
Dryden, ON N2Y 4A5  
(807) 292-2370  
Comprehensive Eye Exam • Eye Glass Contact Lens Fitting • Medical Photography Refractive & Contact Lenses  
www.drilacorelli.ca

**BEAMISH AND ASSOCIATES**  
Services:  
Catherine M. Beamish  
Michael J. McNeil • Matthew W. Beauchamp  
J. Robert Lefebvre • Anthony V. Pardo • Catherine Dwyer  
Hazardous Waste • Corporate & Commercial Law  
Real Estate • Contract Law • Wills & Estates  
Insurance • Personal Injury  
Toll: (807) 737-5869  
www.beamishandassociates.ca

**Drayton Mini Storage**  
Storage Units for Rent  
Monthly and long-term rates  
250-255-1140  
250-737-0509

**STORE HOURS**  
Monday: 9:00 am - 5:00 pm  
Tuesday: 9:00 am - 5:00 pm  
Wednesday: 9:00 am - 5:00 pm  
Thursday: 9:00 am - 5:00 pm  
Friday: 9:00 am - 5:00 pm  
Saturday: 9:00 am - 5:00 pm  
Sunday: 10:00 am - 4:00 pm

**Geoff**  
Professional Services

**SERVICE DIRECTORY**  
Your source for community services, contractors and professionals.  
Random placement and occasional shuffling of ads may occur.

**ADS RUN 12 WEEK MINIMUM**  
Large ad 3.4" x 1.6" \$2371/wk  
Small ad 1.625" x 1.6" \$1229/wk

**Our Service Directory is an effective tool for getting your business noticed.** Call the Bulletin at 737-4207

**Area Services**

The Area Services Directory is available for non-profit groups to list a name and telephone contact number as a quick reference for residents and visitors. Contact The Bulletin at 737-3209 to inquire about listing your organization's information.

Aboriginal Best Start Hub 737-760	Adriatic Society Box 1000, Dryden 737-4357	Knights of Columbus Council 2008 737-230	United Aboriginal Health Living Well Program Kegonsa House 737-1503	Churches Catholic St. John's Church 737-3303
Aboriginal Combined Craft Workshop Crest Roadhouse 737-1500 or 234	Community Food Bank 1400-225-2009	Legal Aid 737-8074	Sioux Lookout Minor Hockey Association Box 1000 737-1548	Continental Christian Fellowship 1400-225-2009
Aboriginal Family Support Program Crest Roadhouse 737-1500	Community Living Dryden Sioux Lookout 1400-225-2009	English Ladies Auxiliary, St. 78 English Heritage Society 737-1500	Sioux Lookout Employment Services 737-2309	St. John's Community Church 1400-225-2009
Canadian Health Services 1400-225-2009	Canadian Diabetes Association 1400-225-2009	Sioux Lookout New South Housing 737-2309	Sioux Lookout Youth Program 737-2309	St. John's Community Church 1400-225-2009



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# FLYERS


## FLYER INSERTION GUIDELINES & INFORMATION

### FLYER SUBMISSION PROTOCOL:

1. Determine insertion date
2. Email the following **DETAILS** to [advertising@siouxbulletin.com](mailto:advertising@siouxbulletin.com)

### 3. FLYER SUBMISSION GUIDELINES

Flyers Required: 4500  
Maximum Size: 11.25" x 11"  
Weight Per Flyer: 50 g (overweight flyers will require approval and a fee)  
Publication: Wednesdays  
Drop off Deadline: Thursday prior to Insertion Date

- 
- Insertion Date
  - Flyer Name
  - Flyer Size
  - Flyer Weight
  - Quantity Shipped
  - Date Shipped
  - Per Unit Price
  - Contact & Billing Info

**FLAT RATE - 4500 ... \$506.34**  
*Frequency discounts may apply.*

#### Shipping Location:

The Chronicle Journal  
ATTN: Earl Wood  
Re: Flyer Insert; The Sioux Lookout Bulletin  
75 S Cumberland Street  
Thunder Bay, Ontario, P7B 1A3  
807-343-6284

#### Packaging Instructions:

Must be boxed or on a pallet.  
If boxed - a maximum of 500 per box.  
If on a Pallet - Must be bundled & strapped.  
Individual bundles must not exceed 500 copies.

***Bulletin does not provide printing services for flyers.***



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# MEMORIES & CELEBRATIONS

SEE DISPLAY AD RATES,  
THIS SECTION RECEIVES **FREE FULL COLOUR**  
AND WILL BE POSTED ONLINE FREE OF CHARGE

**BIRTHS, DEATHS, ENGAGEMENTS,  
IN MEMORIAMS, OBITUARIES,  
WEDDINGS, THANK YOU'S**

## Memories & Celebrations

### Engagement



**NICHOLLS-BOSSERS**  
Tom and Julie Nicholls are proud to announce the upcoming marriage of their daughter Jaimie Leanne Nicholls to Adrian Edward Bossers, son of Johan and Ann Bossers on Saturday June 15th in Stratford Ontario. Jaimie and Adrian have been privileged to call Sioux Lookout home for the past two years and wish to thank all of their friends and coworkers for their support and friendships.

JAIMIE LEANNE NICHOLLS  
ADRIAN EDWARD BOSSERS  
JUNE 15, 2013

### Birth

**LAYLA DAWN  
MAE EMBERLEY**

MAY 22, 2013  
6lbs - 14 oz - 19 inches

**EMBERLEY/DAVIES**

Congratulations to Justin, Hilary, Jayden & "Benley" on the birth of their beautiful baby girl.

Love, Nana, Poppy, Auntie Melissa,  
Uncle Chris, & "Charlie"



### In Memoriam



**DEIDRE CHUKRA**

In memory of Deidre Chukra, our daughter, sister, aunt and mother of Kashuis, who passed away 3 years ago on March 14, 2010.

They say time heals but we find it harder every day without you, since you've been gone.

Miss you and  
love you forever.

Love mom, dad,  
your family, and Kashuis

DEIDRE CHUKRA  
MARCH 14, 2010

### Wedding

**KAVANAGH-REID**

Proud parents Neil and Eva Reid together with John and Darlene Kavanagh of Mississauga are pleased to announce the marriage of their children Shaun and Jennifer. The wedding took place on December 19th, 2012 in beautiful Runaway Bay, Jamaica, surrounded by their family and friends.

"Grow old with me, the  
best is yet to be"



SHAUN & JEN REID  
JAMAICA  
DECEMBER 19, 2012

### Obituary

**SAMPLES**

**Gary Wayne Honeysett**  
August 15, 1939  
May 3, 2013

Gary was born in Hamilton, Ontario on August 15, 1939. He passed away in Maple Ridge, BC on May 3, 2013. Predeceased by his daughter Michelle. He is survived by his wife Anne Louise, daughters Tamara (Vincent), Amanda

(Garth) and 4 grandchildren; brother Bruce (Georgina), sister in law Christine, many nieces, nephews family and friends from coast to coast. A Celebration of Life was held Tuesday, May 7th at St. John the Divine Anglican Church in

Maple Ridge. Donations can be made to the Alzheimer's Society, St. John the Divine Anglican Church or charity of your choice.

Expressions of sympathy can be made at [www.gardenhill.ca](http://www.gardenhill.ca)

*I am sure that neither death, nor life,  
nor angels, nor principalities,  
nor things present, nor things to come,  
nor powers, nor height, nor depth,  
nor anything else in all creation,  
will be able to separate us from the love of God  
in Christ Jesus our Lord.*

Romans 8:38-39

### Thank You



Janice Young

#### Thank You

Our most sincere thank you to all who supported us in the loss of, and sudden passing of our daughter, sister, aunt, and great aunt, Janice Young. To Bruce, Ken, Susan, Jordan, Brittany & Chelsea, Lew & Geraldine for being there for us right after we received that sorrowful phone call.

Brittany - I can't thank you enough for making all the flight arrangements when you knew I couldn't do it - Gloria and George for all your phone calls of support from Arizona; Fred and Lolly for meeting us in Thunder Bay and making sure we made our connection without missing it. Lew & Geraldine, you cannot be thanked enough for being there for us, Lew for accompanying me to Ottawa and Geraldine, Susan & Brittany for making sure Tom was fed.

### Happy Birthday

HAPPY 30<sup>TH</sup>  
BIRTHDAY!

SENDING LOVE FROM  
SIOUX LOOKOUT, ON  
- LOVE NIKKI & LANE

30 and Fabulous



MELISSA & TEGAN OF ALBERTA, CANADA

**Births**

**Obituaries**

**Engagements**

**In Memoriams**

**Thank You**

**Weddings**

**Birthday Wishes**

Email your tribute advertising to [advertising@siouxbulletin.com](mailto:advertising@siouxbulletin.com)

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## ADVERTISING POLICIES

**LIABILITY FOR ERROR** **THE BULLETIN** shall not be liable for slight changes or typographical errors that do not lessen the value of the advertisement. **THE BULLETIN's** liability for other errors or omissions in connection with an advertisement is limited to publication of the advertisement in any subsequent issue or the refund of any monies paid for the advertisement. **THE BULLETIN** will be responsible for first run errors only.

**INDEMNIFICATION** The Advertiser and/or the advertising agency agrees to defend and indemnify **THE BULLETIN** against any and all liability, loss or expenses arising from claims of libel, unfair competition, unfair trade practices, infringement of trademarks, copyrights, trade names, patents or proprietary rights or violation of rights of privacy resulting from the publication of an advertiser's advertisement.

**COPYRIGHTED MATERIAL** The Advertiser assumes all liability for all content (including text, representations, illustrations, or of any sketch, map, label, trademark or other copyrighted material) of the advertisement. The responsibility for obtaining permission to use copyrighted material in the advertisement rests solely with the Advertiser. **THE BULLETIN** will only use material that is known to be free of copyright.

**OWNERSHIP OF ADVERTISEMENTS** **THE BULLETIN** retains ownership of the copyright for any advertisements created by **THE BULLETIN**. The advertisement may not be reproduced, distributed, displayed or transmitted without prior written consent from **THE BULLETIN**. The Advertiser may purchase the copyright from **THE BULLETIN** for a fee equal to 25% of the undiscounted cost of the advertisement, excluding taxes.

**APPROVAL OF ADVERTISING BY PUBLISHER** All advertisements are subject to the publisher's approval. **THE BULLETIN** will not publish advertisements that are offensive or objectionable in the opinion of the publisher. Advertisements that, in the sole opinion of the publisher, contain false or misleading statements will not be published. Advertisements that simulate editorial content must be clearly defined and labeled "ADVERTISEMENT" and **THE BULLETIN** may, in its sole discretion, so label such copy.

**ADVERTISEMENT SIZES** Advertising must conform to the sizes and formats required by **THE BULLETIN** for purposes of layout and consistency. Ads will be proportionally resized to the nearest column width. Non-conforming advertisements may be floated but the Advertiser will be charged for the space to fill up the next largest column width.

**POSITION GUARANTEE** The Advertiser may request that the advertisement be placed on a specific page within the paper. A surcharge of 25% of the undiscounted cost of the advertisement, excluding taxes, will be added for guaranteed placement. Guaranteed placement ensures that the advertisement will appear on a specific page and does not guarantee where the advertisement will be placed on that page.

**CANCELLATION OF ADVERTISEMENTS** Cancellations will be accepted until the deadline for the particular issue in which the ad is being run. Advertisements – online or print -- that are cancelled after 5:00 p.m. Friday (5:00 p.m. Thursday if Monday is a holiday) will be billed to the Advertiser at a charge equal to 50% of the undiscounted cost of the advertisement, excluding taxes.

**CHANGES** Changes to advertisements submitted after the deadline are subject to a surcharge equal to 25% of the undiscounted cost of the advertisement, excluding taxes. After two proofs, any advertisement – online or print – that requires further changes that are not as a result of an error by **THE BULLETIN**, will result in a \$10 fee per additional proof.

**DEADLINES** All advertising must be received by noon on the Thursday prior to publication. In the event of a change in the production schedule due to a holiday, all advertising must be received by noon on the Wednesday prior to publication. Exceptions may be granted on a case-by-case basis, and are at the sole discretion of the Production Manager.

**APPROVAL OF ADS BY ADVERTISER** If no reply is given by Friday at 4:00 p.m., an ad will appear as is in the issue in which it has been booked to run and the Advertiser will be charged accordingly.

**LAST MINUTE AD CREATION AND PUBLICATION** Ads requested after 5:00 p.m. Friday (5:00 p.m., Thursday, if Monday is a holiday) may be processed and placed in the paper if time and space permit. Such ads, if processed and placed, will be subject to a surcharge equal to 25% of the undiscounted cost of the advertisement, excluding taxes.

**RATES** Advertisements will be priced in accordance with the current rates. Rates are subject to change without notice. Advertising rates are not contingent on **THE BULLETIN** reaching any circulation or readership level that may be represented in **THE BULLETIN's** marketing materials.

**MATERIALS** Any materials submitted to **THE BULLETIN** and not claimed by the Advertiser will be stored for one year and then destroyed.

**INSERTION INSTRUCTIONS** Each advertisement must be accompanied by the following information (written, printed or electronically submitted): Advertiser or Agency (Business Name), Contact Name, Phone Number, Fax Number or Email Address (for sending proofs), Date(s) that the advertisement is to run, Purchase Order Number (if applicable), Placement Requests (if applicable), and any special instructions.

**ENFORCEMENT OF POLICIES** Enforcement or non-enforcement of these policies is at the sole discretion of The Bulletin. Non-enforcement of a policy does not set a precedent, invalidate the policy or imply a waiving of the policies.