

Quick Rates

Nunatsiaq News
Arctic Co-op Cable
TV Network



Taylor Roberts

Phone: 1-800-263-1452 ext. 131 Fax: 1-800-417-2474
taylorr@nortext.com or ads@ayaya.ca

Rates

RATES – Effective January 1, 2018

Deadlines

Ads requiring proofs: **Friday 5 p.m.** preceding publication
 Ads without proofs: **Monday 3 p.m.** preceding publication
 (Nunatsiaq News is published on Friday)



Rates

Display/Employment
Tenders/Legal (net)

English/French

\$4.25

Inuktitut/Inuinnaqtun

\$3.00*

Web Rates

Leaderboard · breaking news
(728 pixels wide x 90 pixels high)

\$302 per week

Sidebar · various sections
(335 pixels wide x 280 pixels high)

One week included with print buy;
\$299 additional per week

All prices include Nunatsiaq.com

If web ad is not provided at time of booking, a generic link will run online.

Frequency and Not-for-Profit Charity rates available upon request.

Colour – per ad \$425

NOTE:

- Minimum size requirement for colour advertisement 300 lines (approx. ¼ page)
- Colour non-commissionable
- Colour reproduction cannot be guaranteed unless colour proofs are provided.

* Inuktitut/Inuinnaqtun language discounts are only offered to advertisers providing camera-ready material for all language versions of their ad.

Phone: **1-800-263-1452 ext. 131**

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Online at: **www.nunatsiaq.com**

Advertising material to: **taylorr@nortext.com** or **ads@ayaya.ca**

Specifications

Mechanical Specifications

Display

Tabloid 6 columns x 215 agate lines – 1290

Employment/Tenders/Legal

Tabloid 9 columns x 215 agate lines – 1935

NOTE:

1 column wide by one inch high = 14 agate lines
Full page depth = 15.35 inches

Material specifications:

Display – 6 column format

1 col	9p6	1 7/12"	1.583"
2 col	20p	3 1/3"	3.33"
3 col	30p6	5 1/12"	5.083"
4 col	41p	6 5/6"	6.833"
5 col	51p	8 7/12"	8.583"
6 col	62p	10 1/3"	10.333"

Employment/Tenders/Legal – 9 column format

1 col	6p	1"	1"
2 col	13p	2 5/32"	2.167"
3 col	20p	3 21/64"	3.333"
4 col	27p	4 1/2"	4.5"
5 col	34p	5 43/64"	5.667"
6 col	41p	6 51/64"	6.792"
7 col	48p	8"	8"
8 col	55p	9 11/64"	9.167"
9 col	62p	10 1/3"	10.333"

NOTE:

Printed column width will appear slightly narrower than material requirement width.

Minimum & Maximum Requirements

Minimum depth of 14 lines per column width.
Advertisements exceeding 180 lines will be run at full column depth.

Advertisements running through the gutter will be billed for one additional column.

Insert Rates

15 Gram \$238 per M
30 Gram \$370 per M
45 Gram \$405 per M
60 Gram \$637 per M

NOTES:

- 1) Prices F.O.B. Nunatsiaq News printer
- 2) Split zone inserts may be subject to 25% surcharge
- 3) Insertion rates non-commissionable



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Arctic Co-op's Cable TV Network

Cable TV gets your message into Nunavut homes

- ✓ Your ad appears on almost every TV in Nunavut
- ✓ One-stop convenience – ads sold by Nunatsiaq News
- ✓ Updates synced with Nunatsiaq News publication
- ✓ Ads run 24/7 in rotation
- ✓ Nunavut and regional discounts available
- ✓ Increased visibility, more exposure



Co-op TV reaches into homes right across Nunavut, allowing you to increase your visibility and reach.



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Cable TV Network Rates

RATE CARD – Effective January 1, 2018

Deadline

Friday 5 p.m. preceding publication (updated on Friday)

Region	Weekly Rate per Screen	
Small Community	\$48	<ul style="list-style-type: none"> • An additional 10% discount is available for ads running 6 months or longer • Iqaluit rates are calculated separately at \$157 per screen per week
Large Community	\$78	
Iqaluit	\$157	

Region	Discount	Includes	Regional Rate
Baffin – South	15%	(3x small + 1x large + 1x Iqaluit)	\$323
Baffin – North	15%	(3x small + 2x large)	\$260
Baffin – All	15%	\$585
Iqaluit	-	calculated separately per screen per week	\$157
Kivalliq	15%	(4x small + 3x large)	\$362
Kitikmeot	15%	(3x small + 2x large)	\$260
NWT	15%	(3x small)	\$126
Nunavut	30%	(13x small + 8x large + 1x Iqaluit)	\$992
Nunavut/NWT	40%	(16x small + 8x large + 1x Iqaluit)	\$1085

Specifications

TV ad size: 10” w x 7.5” h

Community Groups			
Small Community			
Arctic Bay	Coral Harbour	Deline	Holman
Ft. McPherson	Gjoa Haven	Hall Beach	Repulse Bay
Kimmirut	Kugaaruk	Qikiqtarjuaq	Whale Cove
Resolute Bay	Taloyoak	Sanikiluaq	
Large Community			
Arviat	Baker Lake	Cambridge Bay	Igloolik
Kugluktuk	Pond Inlet	Rankin Inlet	Pangnirtung

IQALUIT:
Iqaluit rates are calculated separately at \$157 per screen per week.

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