

REACH OVER 75,000 READERS WEEKLY



*Rates effective February 1, 2020

Rate Card

DEADLINES NUNATSIAQ NEWS IS PUBLISHED ON FRIDAY

Advertisements **Monday 3 p.m.** preceding print publication

PRINT RATES DISPLAY, EMPLOYMENT, TENDERS, LEGAL (NET)

English/French\$4.25 Inuktitut/Inuinnaqtun\$3.00

- All prices include both a print and online ad
- Frequency and not-for-profit chartiy rates available upon request

ONLINE RATES

Leaderboard\$495/week
(728 pixels wide x 90 pixels high)

Sidebar - One week included with print buy\$399 add'l./week
(336 pixels wide x 280 pixels high)

Platinum Ad - Sidebar ad fixed at top of page\$1495 add'l./week
(336 pixels wide x 280 pixels high)

COLOUR PER AD\$425

- Colour non-commissionable
- Colour reproduction cannot be guaranteed unless colour proofs are provided

ᓄᓇ ᑕᓄᑦᑦ ᓄᓇ ᓄᓇ ᓄᓇ NUNATSIAQ NEWS

Contact Taylor at 1-800-263-1452 or ads@nunatsiaq.com for more details.



*Rates effective February 1, 2020

Print Specifications

MECHANICAL SPECIFICATIONS

- Display Advertisements Tabloid 6 columns x 215 agate lines (1290)
- Employment/Tender/Legal Tabloid 9 columns x 215 agate lines (1935)
- One column wide by one inch height = 14 agate lines
- Full page depth = 15.35 inches

MATERIAL SPECIFICATIONS

Display Advertisements

1 column.....	9p6.....	1 7/12".....	1.58"
2 column.....	20p.....	3 1/3".....	3.33"
3 column.....	30p6.....	5 1/12".....	5.08"
4 column.....	41p.....	6 5/6".....	6.83"
5 column.....	51p6.....	8 7/12".....	8.58"
6 column.....	62p.....	10 1/3".....	10.33"

Employment/Tenders/Legal

1 column.....	6p.....	1".....	1.00"
2 column.....	13p.....	2 1/6".....	2.17"
3 column.....	20p.....	3 1/3".....	3.33"
4 column.....	27p.....	4 1/2".....	4.5"
5 column.....	34p.....	5 2/3".....	5.67"
6 column.....	41p.....	6 5/6".....	6.83"
7 column.....	48p.....	8".....	8.00"
8 column.....	55p.....	9 1/6".....	9.17"
9 column.....	62p.....	10 1/3".....	10.33"

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.

INSERTION RATES

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

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



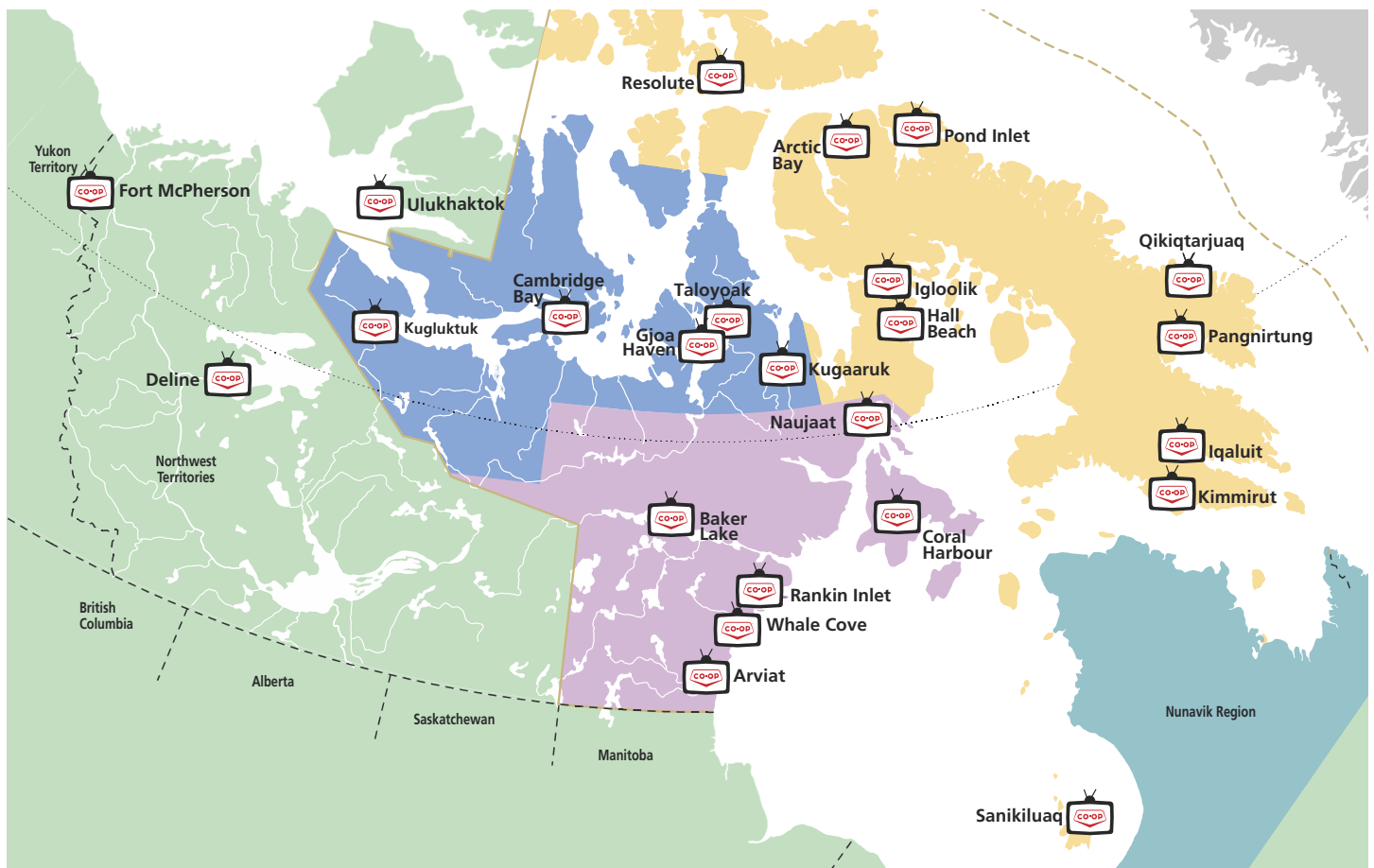
Contact Taylor at 1-800-263-1452 or ads@nunatsiaq.com for more details.



*Rates effective February 1, 2020

Arctic Co-op's Cable TV Network

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



NUNATSIAQ NEWS

Contact Taylor at 1-800-263-1452 or ads@nunatsiaq.com for more details.



Cable TV Specifications

*Rates effective February 1, 2020

DEADLINE CABLE TV ADS UPDATED FOLLOWING FRIDAY

Monday 3 pmpreceding publication of the print edition

SPECIFICATIONS

TV cable ad size10" width x 7.5" height (720 pixels x 540 pixels)

RATES BY REGION DISCOUNTS BASED ON RATES AND REGIONS

Small Community\$48.00/weekly (per screen)

Large Community\$78.00/weekly (per screen)

Iqaluit.....\$157.00/weekly (per screen)

COMMUNITY GROUPS

Small Community

Arctic Bay (13)	Holman (16)	Kimmirut (36)	Taloyoak (50)
Coral Harbour (30)	Ft. McPherson (60)	Kugaaruk (40)	Sanikiluaq (46)
Deline (12)	Gjoa Haven (32)	Qikiqtarjuaq (62)	Whale Cove (24)
Hall Beach (15)	Nauyasat (47)	Resolute Bay (56)	

Large Community

Arviat (48)	Cambridge Bay (11)	Kugluktuk (06)	Rankin Inlet (38)
Baker Lake (57)	Igloolik (18)	Pond Inlet (64)	Pangnirtung (52)

REGIONAL DISCOUNTS PER SCREEN/WEEK

Region	Discount	Reduced Rate	Example
Baffin - South	15%	\$323	(3x small + 1x large + Iqaluit)
Baffin - North	15%	\$260	(3x small + 2x large)
Baffin	15%	\$585	
Kivalliq	15%	\$362	(4x small + 3x large)
Kitikmeot	15%	\$260	(3x small + 2x large)
NWT	15%	\$126	(3x small)
Nunavut	30%	\$992	(13x small + 8x large + Iqaluit)
Nuanvut/NWT	40%	\$1085	(16x small + 8x large + Iqaluit)



Contact Taylor at 1-800-263-1452 or ads@nunatsiaq.com for more details.