

# THE WINDSOR STAR

## ADVERTISING

Effective Sept. 1/2011

# Classified RATES

## Dollar Volume Contract Rates

Must be signed within 30 days of the first day of the life of the contract. Dollar volume contracts earn the advertiser an Agate Line Rate based on total spending with The Windsor Star.

Total Advertising Volume Dollars	Monday to Friday	Saturday
Transient .....	\$7.86 .....	\$9.44 .....
\$2,500 .....	\$3.30 .....	\$4.07 .....
\$5,000 .....	\$3.22 .....	\$3.98 .....
\$10,000 .....	\$3.00 .....	\$3.70 .....
\$20,000 .....	\$2.91 .....	\$3.59 .....
\$25,000 .....	\$2.89 .....	\$3.57 .....
\$35,000 .....	\$2.83 .....	\$3.49 .....
\$50,000 .....	\$2.78 .....	\$3.43 .....
\$75,000 .....	\$2.75 .....	\$3.40 .....
\$100,000 .....	\$2.70 .....	\$3.33 .....
\$125,000 .....	\$2.66 .....	\$3.28 .....
\$150,000 .....	\$2.65 .....	\$3.27 .....
\$200,000 .....	\$2.63 .....	\$3.25 .....
\$250,000 .....	\$2.61 .....	\$3.22 .....
\$350,000 .....	\$2.59 .....	\$3.20 .....
\$500,000 .....	\$2.54 .....	\$3.14 .....

## Colour Advertising

Colours	Monday to Friday	Saturday
1 Colour .....	\$1,422 .....	\$1,707 .....
2 Colours .....	\$2,047 .....	\$2,456 .....
3 Colours .....	\$2,652 .....	\$3,183 .....

## Employment and Career Advertising

\$8.99/Line

### Auxiliary Products

- Commercial Printing
- Single Sheet Inserts
- windsorstar.com
- Graphic Design

Ken Stewart  
Director of Advertising

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kstewart@windsorstar.com

Ed Mosco  
Advertising Sales Manager

e-mail:  
emosco@windsorstar.com

Fred La Bute  
Advertising Sales Manager, Retail

e-mail:  
flabute@windsorstar.com

Ron Hebert  
Digital Sales Manager

e-mail:  
rhebert@windsorstar.com

Laura Venney  
Sales Centre Manager

e-mail:  
lvenney@windsorstar.com

## Mechanical Requirements

### Electronic Material

The PDF file format (ver. 1.4; Acrobat 5 compatible) is preferred. All images should be CMYK or grayscale and at least 200 DPI; all bitmapped graphics should be at least 300 DPI. No spot colours should be used. No duotones or tritones should be used. All fonts should be embedded. No security restrictions should be placed in the PDF. Do not send multi-page PDF files. We remind you that virtually no changes can be made to a PDF and if you have changes to be made to your advertisement, you must send us a new file.

The Windsor Star uses Quark XPress ver. 6.25 and InDesign ver. 5 (CS3). Please be sure to include all printer and screen fonts and supporting graphics with your file. If fonts are not included or are unuseable, The Windsor Star reserves the right to substitute fonts.

**Do not send word processing documents or spreadsheets.** Word, Excel, PowerPoint, WordPerfect, etc., are not used in any aspect of The Windsor Star's production cycle.

### Transmission

Advertisements may be sent by e-mail file attachment to this address: starads@windsorstar.com. As The Windsor Star receives a large volume of electronic material, we urge you to use a unique file name for your attachment (i.e. "YourCompanyName.zip") rather than a generic file name, and to include in the body of your e-mail message your company name, the name of your salesperson at the Star, the date on which your ad is to appear, and the name and phone number of a person at your company whom we can contact in the event of a problem.

If you wish to ftp your advertisement, inquire for ftp information at the address above or ask your salesperson.

Phone: (519) 255-5768  
Fax: (519) 255-5520

Phone: (519) 255-5731  
Fax: (519) 255-5525

Phone: (519) 255-5740  
Fax: (519) 255-5778

Phone: (519) 255-5559  
Fax: (519) 255-5520

Phone: (519) 255-5579  
Fax: (519) 255-5525

## THE WINDSOR STAR

- Member of:
- Audit Bureau of Circulation
  - Canadian Newspaper Association

International rates available upon request.  
Rates are subject to change without notice.