

THE WINDSOR STAR

ADVERTISING

Effective Sept. 1/2011

Insert RATES

Based on regular newsprint

Pages	Weight	Cost per 1,000 pcs.
Single Sheet.....		\$49.00
up to 48	up to 100g.....	\$60.00
48-60	101g-125g.....	\$74.00
60-72	126g-150g.....	\$90.00
72-96	151g-200g.....	\$100.00
96+ (incl. catalogues).....	201g+.....	call for quote
Friday premium		20%
Zoning premium		30%

Terms and Conditions

Note: No insert delivery Monday

- Minimum quantities:

Tues.-Wed.	7,500*
Thurs.-Fri.	20,000*
Sat.	10,000*
- All insert booking subject to availability.
- Material delivered 1 week prior to insertion date.
- Quotations for specialty product delivery, i.e. polybags, catalogues, product samples, available upon request.
- Delivery of inserts must have packing slip containing name of advertiser, quantity of inserts, date of insertion and number of skids/cartons.
- All pre-print material to be delivered to 3000 Starway Dr., Windsor, Ontario N8W 5P1

*In each of the subscriber newspaper and extended market vehicle.

Size Specifications

- Minimum size: 5" long by 7" wide
- Maximum size: 11" long by 12.5" wide.
- Inserts larger than 12.5" in either direction must be quarter-folded.
- The folded edge must be the longer measurement.
- All products should be identical for size.
- For inserts not covered by these specifications, 200 sample copies should be sent to the Starway Production Plant at least 2 weeks before publication date.



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THE WINDSOR STAR

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

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