

THE WINDSOR STAR

ADVERTISING

Effective Sept. 1/2011

International RATES

Display Dollar Volume Contract Rates

All rates are net and in Canadian funds. 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.....	\$7.63	\$9.16
\$2,500.....	\$3.40	\$4.08
\$5,000.....	\$3.23	\$3.87
\$10,000.....	\$2.97	\$3.56
\$20,000.....	\$2.90	\$3.47
\$25,000.....	\$2.85	\$3.42
\$35,000.....	\$2.82	\$3.39
\$50,000.....	\$2.77	\$3.32
\$75,000.....	\$2.74	\$3.28
\$100,000.....	\$2.69	\$3.23
\$125,000.....	\$2.67	\$3.20
\$150,000.....	\$2.59	\$3.11
\$200,000.....	\$2.58	\$3.10
\$250,000.....	\$2.57	\$3.08
\$350,000.....	\$2.55	\$3.06
\$500,000.....	\$2.52	\$3.03

Classified Dollar Volume Contract Rates

All rates are net and in Canadian funds. 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.....	\$8.65	\$10.38
\$2,500.....	\$3.63	\$4.35
\$5,000.....	\$3.54	\$4.25
\$10,000.....	\$3.3	\$3.96
\$20,000.....	\$3.2	\$3.84
\$25,000.....	\$3.18	\$3.82
\$35,000.....	\$3.11	\$3.73
\$50,000.....	\$3.05	\$3.66
\$75,000.....	\$3.02	\$3.63
\$100,000.....	\$2.97	\$3.56
\$125,000.....	\$2.92	\$3.51
\$150,000.....	\$2.91	\$3.49
\$200,000.....	\$2.9	\$3.47
\$250,000.....	\$2.87	\$3.44
\$350,000.....	\$2.85	\$3.42
\$500,000.....	\$2.79	\$3.35

Colour Advertising

Colours	Monday to Friday	Saturday
1 Colour.....	\$1,564	\$1,877
2 Colours.....	\$2,251	\$2,701
3 Colours.....	\$2,917	\$3,501

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Annual Volume

Annual Dollar Volume Plateaus include expenditures in Display and Classified Advertising, colour, TV Times, Colour Comics, Inserts, Special Publications produced by The Windsor Star, and on-line. Advertisers agreeing to an Annual Volume commitment will be charged the corresponding rate. Advertisers achieving a higher volume plateau will be entitled to a rebate on run of paper advertising and advertisers not achieving their volume commitment agree to pay at the rate applicable for the year's actual advertising volume.

Employment and Career Advertising

\$9.89/line

- Specified/Guaranteed Position
- Banners • Earlugs • TV Times
- Special Sections • Auxiliary Products

Rates available upon request.

THE WINDSOR STAR

167 Ferry St., Windsor, Ontario N9A 4M5
P.O. Box 32530, Detroit, MI 48232

Contact: Carol Scott (519) 255-5565

From Greater Detroit area: (313) 961-7602

Fax: (519) 255-5520 e-mail: cscott@thestar.canwest.com

Rates are subject to change without notice.