

Ethnic/Diverse Community Newspapers Display Advertising - 2012 Gross Rates

Newspaper	Issued	Circ.	Audit	Audit Date	Natl. Line Rate	Spot Colour	Process Colour	Format	Columns	Lines	Material Code
Aboriginal Community											
Caledonia The Sachem	Thursday	20,658	CMCAC	06/30/11	\$1.46	\$335	\$1,160	T	10	175	10
Manitoulin Expositor	Wednesday	5,596	ABC	03/31/11	\$0.95	\$212	\$635	T	6	225	5
Nunavut News/North	Monday	5,933	CMCAC	09/30/11	\$2.03	\$200	\$550	T	6	215	5
NWT News/North	Monday	8,401	CMCAP	03/31/11	\$2.00	\$200	\$550	T	6	215	5
Ohsweken Turtle Island News	Wednesday	5,000	PS		\$1.59	\$182	\$776	T	5	200	4
Sioux Lookout Wawatay News	EO Thurs.	9,196	CMCAC	12/31/10	\$0.89	\$153	\$341	T	6	218	5
Hungarian Community											
Toronto Kanadai-Amerikai Magyarsag	Saturday	2,107	CMCAP	08/31/11	\$1.05	\$100	\$100	B	8	290	5
Persian Community											
Toronto Salam Toronto	Thursday	7,500	CMCAC	06/30/11	\$1.37	\$141	50% of space	T	4	203	8
Portuguese Community											
Toronto Nove Ilhas	Tuesday	15,242	PS		\$2.64	\$147	\$529	T	10	200	
Spanish Community											
Toronto Correo Canadiense	Wednesday	20,000	PS		\$2.64	\$147	\$529	T	10	200	
South Asian Community											
Toronto Sunday Times	Thursday	30,800	CMCAC	02/28/11	\$1.18	\$235	\$471	B	8	294	5
Vietnamese Community											
Toronto Thoi Bao	Thursday	13,041	CMCAC	06/30/11	\$0.80	\$118	\$1,200	T	5	220	4