

## Quebec Newspapers Display Advertising - 2012 Gross Rates

Newspaper	Language	Issued	Circ.	Audit	Audit Date	Natl. Line Rate	Spot Colour	Process Colour	Format	Columns	Lines	Material Code
Aylmer Bulletin d'Aylmer	Bilingual	Wednesday	22,215	CMCAC	08/31/11	\$1.07	\$151	\$452	T	6	155	5
Chelsea/Buckingham West Quebec Post	English	Friday	9,065	CMCAC	08/31/11	\$0.82	\$151	\$452	T	6	155	5
Chelsea/Wakefield, Low Down to Hull & Back News	English	Wednesday	2,932	CMCAP	07/31/11	\$0.72	\$125	\$405	T	5	215	4
Deux-Montagnes/Rosemère North Shore News	English	EO Sat	16,375	CMCAC	06/30/11	\$1.18	\$265	\$765	T	8	196	6
Gaspé Spec	English	Wednesday	2,898	CMCAP	06/30/11	\$0.94	\$125	\$275	T	5	220	4
Huntingdon Gleaner/La Source	Bilingual	Monday	2,933	ABC	03/31/11	\$1.25	\$194	\$647	T	8	172	6
James Bay Region, The Nation	English	EO Fri	6,119	CMCAC	06/30/11	\$3.53	incl.	incl.	P	4	140	2
Kahnawake Eastern Door	English	Friday	1,577	CMCAP	06/30/11	\$0.84	\$147	\$459	T	5	220	4
Laval News	English	EO Sat	33,328	CMCAC	06/30/11	\$1.41	\$294	\$765	T	8	196	6
Montreal Suburban-All Editions	English	Wed-Thur	136,758	CMCAC	06/30/11	\$4.44	\$471	\$1,471	T	8	176	12
Montreal Suburban-City Edition	English	Wednesday	69,100	CMCAC	06/30/11	\$2.38	\$176	\$582	T	8	176	12
Montreal Suburban-East End Edition	English	Thursday	22,920	CMCAC	06/30/11	\$1.19	\$176	\$582	T	8	176	12
Montreal Suburban-West Island Edition	English	Wednesday	44,738	CMCAC	06/30/11	\$1.82	\$176	\$582	T	8	176	12
Nunavut/Nunavik Nunatsiq News	Bilingual	Friday	6,277	CMCAC	06/30/11	\$4.12	\$471	\$471	T	6	215	5
Pontiac Journal du Pontiac	Bilingual	EO Wed	9,319	CMCAC	08/31/11	\$0.98	\$118	\$351	T	6	160	5
Pontiac, The Equity	Bilingual	Wednesday	3,276	CMCAP	06/30/11	\$0.81	\$147	\$412	B	8	295	5
Quebec Chronicle-Telegraph	English	Wednesday	1,685	CMCAP	03/31/11	\$1.35	\$140	\$399	T	6	218	5
Sherbrooke Record-FR	English	Friday	4,344	ABC	03/31/11	\$1.20	\$276	\$827	T	8	188	6
Sherbrooke Record-MO-TH	English	Mon-Thur.	4,344	ABC	03/31/11	\$1.18	\$276	\$827	T	8	188	6