

## Display Advertising - 2012 Gross Rates

Newspaper	Issued	Circ.	Audit	Audit Date	Natl. Line Rate	Spot Colour	Process Colour	Format	Columns	Lines	Material Code
Ajax/Pickering News Advertiser-FR	Friday	49,106	CCAB	03/31/11	\$4.44	\$335	\$1,160	T	10	175	10
Ajax/Pickering News Advertiser-TH	Thursday	50,039	CCAB	03/31/11	\$4.53	\$335	\$1,160	T	10	175	10
Ajax/Pickering News Advertiser-WE	Wednesday	50,063	CCAB	03/31/11	\$4.53	\$335	\$1,160	T	10	175	10
Alexandria Glengarry News	Wednesday	5,554	CMCAP	09/30/11	\$0.85	\$206	\$694	B	8	295	7
Alliston Herald-TH	Thursday	22,370	CMCAC	03/31/11	\$3.22	\$335	\$1,160	T	10	175	10
Alliston Herald-TU	Tuesday	903	CMCAP	03/31/11	\$2.81	\$335	\$1,160	T	10	175	10
Amherstburg Echo	Thursday	8,787	CMCAC	12/31/10	\$0.71	\$91	\$306	T	9	160	3
Amherstburg River Town Times	Wednesday	8,934	CMCAC	08/31/11	\$0.77	\$88	\$382	T	6	210	5
Ancaster News	Thursday	12,799	CMCAC	06/30/11	\$1.69	\$335	\$1,160	T	10	175	10
Arnprior Chronicle Guide EMC (new name)	Thursday	6,544	CMCAC	12/31/10	\$0.59	\$129	\$188	T	6	218	5
Arthur Enterprise News	Friday	726	CMCAP	06/30/11	\$0.85	\$335	\$1,160	T	10	175	10
Atikokan Progress	Monday	1,397	CMCAP	03/31/11	\$0.75	\$165	\$471	T	5	210	4
Aurora, The Auroran - <b>NEW</b>	Tuesday	19,426	CMCAC	10/31/11	\$1.24	\$88	\$194	T	6	220	5
Aylmer Express	Wednesday	3,631	ABC	03/31/11	\$0.74	\$118	\$412	B	8	294	2
Ayr News	Wednesday	3,289	CMCAP	07/31/11	\$0.77	\$118	\$412	B	6	294	1
Bancroft This Week	Friday	11,002	CMCAC	06/30/11	\$0.97	\$176	\$176	T	9	157	3
Bancroft Times	Thursday	3,662	CMCAP	04/30/11	\$0.66	\$188	\$565	B	6	294	1
Barrhaven Independent	Friday	17,155	CMCAC	02/28/11	\$0.88	\$206	\$412	T	6	220	5
Barrie Advance/Innisfil Journal	Thursday	61,723	CMCAC	03/31/10	\$5.43	\$670	\$2,320	T	10	175	10
Barrie Advance-TH	Thursday	51,996	CMCAC	09/30/11	\$4.67	\$335	\$1,160	T	10	175	10
Barrie Advance-TU	Tuesday	51,931	CMCAC	09/30/11	\$4.67	\$335	\$1,160	T	10	175	10
Barrys Bay This Week	Wednesday	1,552	CMCAP	06/30/11	\$1.29	\$253	\$353	T	9	160	3
Barrys Bay, The Valley Gazette	Thursday	2,000	PS		\$0.68	\$118	\$176	T	6	217	5
Beeton, New Tecumseth Times	Thursday	2,198	CMCAP	04/30/11	\$1.02	\$158	\$473	T	6	210	5
Belle River Lakeshore News	Thursday	9,673	CMCAC	06/30/11	\$0.82	\$118	\$353	T	6	204	5
Belleville & Region, The Community Press	Thursday	44,367	CMCAC	07/31/11	\$2.12	\$276	\$553	T	9	160	3
Belleville EMC	Thursday	22,956	CMCAC	03/31/11	\$1.55	\$118	\$353	T	6	218	5
Belleville EMC-4 Zones	Thursday	67,962	CMCAC	03/31/11	\$3.60	\$235	\$706	T	6	218	5
Blenheim News Tribune	Wednesday	2,306	ABC	03/31/11	\$0.52	\$94	\$153	T	6	224	5
Blue Mountains Courier-Herald	Wednesday	619	CMCAP	06/30/11	\$1.45	\$335	\$1,160	T	10	175	10
Blyth/Brussels Citizen	Thursday	1,889	CMCAP	08/31/11	\$0.38	\$71	\$235	T	9	210	3
Bracebridge Examiner	Wednesday	3,135	CMCAP	10/31/11	\$1.32	\$335	\$1,160	B	10	301	10
Bradford West Gwillimbury Topic	Thursday	8,638	CCAB	03/31/11	\$1.38	\$335	\$1,160	T	10	175	10
Brampton Guardian-FR	Friday	119,008	CCAB	03/31/10	\$5.67	\$335	\$1,160	T	10	175	10
Brampton Guardian-WE	Wednesday	118,018	CCAB	03/31/11	\$5.67	\$335	\$1,160	T	10	175	10
Brantford, Brant News	Thursday	49,137	PS		\$2.00	\$171	\$234	T	6	189	5
Brantford, Your Brant Connection	Thursday	51,463	PS		\$1.21	\$121	\$364	T	9	160	3
Brighton Independent	Thursday	16,983	CMCAC	02/28/09	\$1.72	\$335	\$1,160	T	10	175	10
Brighton Independent/Northumberland News	Thursday	39,669	CMCAC	02/28/09	\$3.81	\$670	\$2,320	T	10	175	10
Brock Citizen	Thursday	5,459	CCAB	03/31/11	\$1.59	\$335	\$1,160	T	10	175	10
Brockville, St. Lawrence EMC	Thursday	26,848	CMCAC	03/31/11	\$1.40	\$241	\$600	T	6	218	5
Bruce Peninsula Press	Monthly	2,782	CMCAC	06/30/11	\$0.73	\$176	\$176	T	8	224	6
Burks Falls Almaguin News	Thursday	2,843	CMCAP	06/30/11	\$0.83	\$335	\$1,160	B	10	301	10
Burlington Post/Flamborough Review	Thursday	74,526	CCAB	03/31/11	\$6.08	\$670	\$2,320	T	10	175	10
Burlington Post-FR	Friday	49,870	CCAB	03/31/11	\$5.17	\$335	\$1,160	T	10	175	10
Burlington Post-TH	Thursday	60,771	CCAB	03/31/11	\$5.17	\$335	\$1,160	T	10	175	10
Burlington Post-WE	Wednesday	49,568	CCAB	03/31/11	\$5.03	\$335	\$1,160	T	10	175	10
Caledon Citizen	Thursday	9,216	CMCAC	04/30/11	\$0.80	\$59	\$235	B	8	276	6
Caledon Enterprise-TH	Thursday	16,695	CCAB	03/31/11	\$1.83	\$335	\$1,160	T	10	175	10
Caledon Enterprise-TU	Tuesday	13,021	CCAB	03/31/11	\$1.83	\$335	\$1,160	T	10	175	10
Caledonia Regional News This Week	Wednesday	22,325	CMCAC	06/30/11	\$0.95	\$176	\$412	T	6	224	5
Caledonia The Sachem	Thursday	20,658	CMCAC	06/30/11	\$1.46	\$335	\$1,160	T	10	175	10

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Newspaper	Issued	Circ.	Audit	Audit Date	Natl. Line Rate	Spot Colour	Process Colour	Format	Columns	Lines	Material Code
Cambridge Times-FR	Friday	42,047	CMCAC	06/30/11	\$1.84	\$335	\$1,160	T	10	175	10
Cambridge Times-TH	Thursday	47,091	CMCAC	06/30/11	\$1.84	\$335	\$1,160	T	10	175	10
Cambridge Times-TU	Tuesday	42,065	CMCAC	06/30/11	\$1.84	\$335	\$1,160	T	10	175	10
Campbellford/Northwest EMC	Thursday	11,825	CMCAC	03/31/11	\$1.37	\$118	\$353	T	6	218	5
Carleton Place/Almonte EMC	Thursday	12,079	CMCAC	09/30/11	\$0.97	\$171	\$476	T	6	218	5
Chatham This Week	Wednesday	19,661	CMCAC	06/30/11	\$0.99	\$94	\$376	T	9	160	3
Chesterville Record	Wednesday	1,541	CMCAP	06/30/11	\$0.80	\$176	\$529	T	6	220	5
Clarington This Week-FR	Friday	18,304	CCBA	03/31/11	\$2.90	\$335	\$1,160	T	10	175	10
Clarington This Week-WE/TH	Wed/Thur	25,411	CCAB	03/31/11	\$2.90	\$335	\$1,160	T	10	175	10
Clinton News Record	Wednesday	1,885	CMCAP	06/30/11	\$0.72	\$88	\$353	T	9	160	3
Cobden Sun	Wednesday	1,369	CMCAP	02/28/11	\$0.75	\$188	\$529	T	6	213	5
Cochrane Times-Post	Thursday	2,334	CMCAP	06/30/11	\$0.86	\$128	\$386	T	9	160	3
Collingwood Enterprise Bulletin	Wed/Friday	16,175	CMCAC	06/30/11	\$0.93	\$176	\$294	B	10	290	3
Collingwood/Wasaga Connection	Thursday	20,403	CMCAC	08/31/11	\$2.50	\$335	\$1,160	T	10	175	10
Cornwall Express (French)	Thursday	36,534	CMCAC	04/30/11	\$1.86	\$218	\$465	T	8	224	12
Cornwall Seaway News	Thursday	36,559	CMCAC	04/30/11	\$1.86	\$218	\$465	T	8	224	12
Creemore Echo	Friday	3,288	CMCAC	06/30/11	\$0.69	\$265	\$265	T	6	220	5
Deep River North Renfrew Times	Wednesday	2,121	CMCAP	03/31/11	\$0.45	\$88	\$88	B	10	301	3
Delhi News-Record	Wednesday	662	CMCAP	06/30/11	\$1.07	\$135	\$400	T	9	160	3
Dorchester Signpost	Wednesday	1,862	CMCAP	06/30/11	\$1.06	\$176	\$529	T	5	221	4
Drayton Community News	Friday	5,351	CMCAC	09/30/11	\$0.62	\$282	\$282	T	6	220	5
Dresden/Bothwell Leader-Spirit	Wednesday	811	CMCAP	06/30/11	\$0.61	\$82	\$188	T	9	160	3
Dryden Observer	Wednesday	3,109	CMCAP	07/31/11	\$0.84	\$126	\$315	B	6	301	2
Dundalk Herald	Wednesday	1,834	CMCAP	06/30/11	\$0.82	\$353	\$353	B	6	301	1
Dundas Star News	Thursday	18,162	CMCAC	06/30/11	\$1.69	\$335	\$1,160	T	10	175	10
Dunnville Chronicle	Wednesday	1,762	CMCAP	03/31/11	\$0.94	\$184	\$512	B	10	287	3
East York/Riverdale/Beach Mirror	Thursday	56,437	CCAB	03/31/11	\$5.49	\$335	\$1,160	T	10	175	10
Eganville Leader	Wednesday	6,135	CMCAP	08/31/11	\$0.97	\$176	\$412	B	8	294	7
Elliot Lake The Standard	Wednesday	3,992	CMCAP	06/30/11	\$0.82	\$59	\$176	T	9	220	3
Elmira Independent	Wednesday	1,766	CMCAP	06/30/11	\$0.94	\$116	\$294	T	10	175	10
Elmira Woolwich Observer	Saturday	14,954	CMCAC	06/30/11	\$1.17	\$147	\$441	T	6	196	5
Elmvale Springwater News	EO Thur	16,206	CMCAC	06/30/11	\$0.71	\$294	\$294	T	9	224	3
Erin Advocate	Wednesday	1,948	CMCAP	06/30/11	\$1.84	\$335	\$1,160	T	10	175	10
Espanola Mid-North Monitor	Wednesday	1,805	CMCAP	06/30/11	\$0.66	\$59	\$176	T	9	220	3
Essex Free Press	Thursday	10,760	CMCAC	03/11/11	\$0.81	\$235	\$235	T	6	220	5
Etobicoke Guardian-FR	Friday	69,086	CCAB	03/31/11	\$6.08	\$335	\$1,160	T	10	175	10
Etobicoke Guardian-TH	Thursday	69,391	CCAB	03/31/11	\$6.08	\$335	\$1,160	T	10	175	10
Exeter Times-Advocate	Wednesday	3,088	CMCAP	06/30/11	\$0.96	\$335	\$1,160	T	10	175	10
Exeter Times-Advocate Weekender	Friday	10,400	PS		\$1.06	\$335	\$1,160	T	10	175	10
Fergus Elora News Express	Wednesday	1,380	CMCAP	06/30/11	\$1.11	\$116	\$294	T	10	175	10
Fergus Wellington Advertiser	Friday	39,687	CMCAC	09/30/11	\$1.55	\$282	\$282	T	6	220	5
Flesherton Advance	Wednesday	1,338	CMCAP	06/30/11	\$0.82	\$353	\$353	B	6	301	1
Forest Standard	Thursday	2,099	CMCAP	06/30/11	\$0.88	\$76	\$271	T	6	210	5
Fort Erie Times	Saturday	11,897	CMCAC	05/31/11	\$0.74	\$188	\$318	T	9	160	3
Fort Frances Times	Wednesday	4,403	ABC	03/31/11	\$1.34	\$129	\$376	B	6	301	1
Frontenac EMC	Thursday	8,196	CMCAC	02/28/11	\$0.94	\$159	\$247	T	6	218	5
Frontenac News	Thursday	9,177	CMCAC	10/31/11	\$1.00	\$106	\$235	T	6	205	5
Gananoque Reporter	Thursday	7,500	PS		\$1.08	\$176	\$429	T	9	160	3
Georgetown/Acton Ind. F.P.-TH	Thursday	22,126	CCAB	03/31/11	\$2.56	\$335	\$1,160	T	10	175	10
Georgetown/Acton Ind. F.P.-TU	Tuesday	21,949	CCAB	03/31/11	\$2.56	\$335	\$1,160	T	10	175	10
Georgina Advocate	Thursday	16,844	CCAB	03/31/11	\$1.92	\$335	\$1,160	T	10	175	10
Geraldton Times Star	Wednesday	1,098	CMCAP	06/30/11	\$0.71	\$259	n/a	T	5	220	4

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Newspaper	Issued	Circ.	Audit	Audit Date	Natl. Line Rate	Spot Colour	Process Colour	Format	Columns	Lines	Material Code
Glanbrook Gazette	Thursday	7,356	CMCAC	06/30/11	\$0.78	\$335	\$1,160	T	10	175	10
Glencoe Transcript & Free Press	Thursday	1,319	CMCAP	06/30/11	\$0.88	\$76	\$271	T	6	210	5
Goderich Signal Star	Wednesday	4,541	CMCAP	06/30/11	\$0.78	\$88	\$235	T	9	160	3
Grand Bend Lakeshore Advance	Wednesday	1,254	CMCAP	06/30/11	\$0.66	\$88	\$353	T	9	160	3
Gravenhurst Banner	Wednesday	1,896	CMCAP	10/31/11	\$1.14	\$335	\$1,160	B	10	301	10
Grimsby Lincoln News	Wednesday	23,450	CMCAC	03/31/11	\$1.91	\$335	\$1,160	T	10	147	10
Grimsby West Niagara News	Wed/Fri	20,923	CMCAC	05/31/11	\$0.63	\$188	\$318	T	9	160	3
Guelph Tribune-TH	Thursday	43,695	CMCAC	06/30/11	\$1.84	\$335	\$1,160	T	10	175	10
Guelph Tribune-TU	Tuesday	38,949	CMCAC	06/30/11	\$1.84	\$335	\$1,160	T	10	175	10
Hagersville-Cayuga Haldimand Press	Wednesday	3,455	CMCAP	04/30/11	\$0.77	\$118	\$294	B	6	294	2
Haliburton County Echo	Tuesday	2,819	CMCAP	07/31/11	\$0.65	\$141	\$353	T	9	158	3
Haliburton Highlander - <b>NEW</b>	Thursday	5,000	PS	10/01/11	\$0.95	\$88	\$88	T	6	213	5
Hamilton Mountain News	Thursday	50,290	CMCAC	06/30/11	\$2.81	\$335	\$1,160	T	10	175	10
Hamilton/Burlington Bay Observer	Monthly	28,577	CMCAC	01/31/11	\$2.46	\$118	\$294	T	6	216	5
Hanover, The Post (formerly South/Grey Bruce, The Post)	Thursday	14,868	CMCAC	06/30/11	\$0.93	\$188	\$424	T	9	160	3
Harrow News	Tuesday	1,326	CMCAP	07/31/11	\$0.47	\$118	\$353	T	6	208	5
Hornepayne, Jackfish Journal	Wednesday	302	CMCAP	04/30/11	\$0.67	\$100	\$329	T	5	196	4
Huntsville Forester	Wednesday	5,165	CMCAP	09/30/11	\$1.05	\$335	\$1,160	B	10	301	10
Ignace Driftwood	Wednesday	363	CMCAP	06/30/11	\$0.38	\$41	\$124	T	6	220	5
Ingersoll Times	Wednesday	1,318	CMCAP	06/30/11	\$0.92	\$176	\$529	T	9	160	3
Innisfil Journal	Thursday	10,487	CMCAC	09/30/11	\$1.37	\$335	\$1,160	T	10	175	10
Innisfil Scope	Wednesday	12,650	CMCAC	04/30/11	\$1.40	\$158	\$473	T	6	210	5
Iroquois Falls Enterprise	Thursday	2,377	CMCAP	09/30/11	\$0.49	\$212	\$529	B	10	292	3
James Bay Northern Voice	EO Friday	2,265	CMCAC	06/30/11	\$0.85	\$128	\$386	T	9	160	3
Kanata Kourier Standard EMC (new name)	Thursday	23,813	CMCAC	12/31/10	\$1.00	\$129	\$188	T	6	218	5
Kapuskasing Northern Times	Wednesday	2,214	CMCAP	02/28/11	\$1.41	\$128	\$386	T	9	160	3
Kapuskasing The Weekender	Thursday	9,167	CMCAC	06/30/11	\$1.45	\$128	\$386	T	9	160	3
Kawartha Lakes This Week-TH	Thursday	29,038	CMCAC	03/31/11	\$2.85	\$335	\$1,160	T	10	175	10
Kawartha Lakes This Week-TU	Tuesday	21,711	CMCAC	03/31/11	\$2.85	\$335	\$1,160	T	10	175	10
Kawartha Lakes/North Durham CAPS Community News	Monthly	21,269	CMCAC	06/30/10	\$0.94	\$88	\$265	T	6	188	5
Kemptville EMC	Thursday	9,121	CMCAC	09/30/11	\$0.91	\$171	\$476	T	6	218	5
Kenora, Lake of the Woods Enterprise	Saturday	8,949	CMCAC	12/31/10	\$1.32	\$94	\$618	T	10	160	10
Kincardine Independent	Wednesday	2,182	CMCAP	06/30/11	\$0.74	\$159	\$382	T	6	217	5
Kincardine News	Tuesday	2,840	CMCAP	06/30/11	\$0.84	\$153	\$309	T	9	160	3
King Township Sentinel	Wednesday	7,012	CMCAC	04/30/11	\$1.21	\$158	\$473	T	6	210	5
Kingston EMC	Thursday	43,588	CMCAC	02/28/11	\$2.04	\$188	\$306	T	6	218	5
Kingston/Frontenac This Week	Thursday	54,672	CMCAC	09/30/11	\$3.85	\$194	\$429	T	9	160	3
Kingsville Reporter	Tuesday	1,818	CMCAP	06/30/11	\$0.69	\$129	\$412	T	6	203	5
Kitchener Citizen	Monthly	66,000	PS		\$3.18	\$353	\$1,165	T	5	196	4
Kitchener Post - <b>NEW</b>	Friday	60,000	PS	09/30/11	\$2.44	\$335	\$1,160	T	10	175	10
Lakefield Herald	Friday	1,062	CMCAP	06/30/11	\$0.72	\$59	\$176	T	6	220	5
Lanark Era	Tuesday	1,300	CMCAP	08/31/11	\$0.71	\$188	\$753	T	6	217	5
Lasalle Post	Friday	11,120	CMCAC	06/30/10	\$0.94	\$118	\$353	T	6	204	5
Leamington Post	Wednesday	1,902	CMCAP	06/30/11	\$1.20	\$235	\$412	B	10	301	3
Leamington Southpoint Sun	Wednesday	10,800	PS		\$1.06	\$294	\$529	T	6	204	5
Leamington Tri-Town News	Friday	17,412	PS		\$1.20	\$235	\$412	T	9	158	3
Lindsay Post-FR	Friday	20,218	PS		\$1.25	\$231	\$328	B	10	287	3
Lindsay Post-TU	Tuesday	2,507	CMCAP	03/31/11	\$0.99	\$229	\$328	B	10	287	3
Listowel Banner	Wednesday	2,841	CMCAP	06/30/11	\$0.99	\$335	\$1,160	T	10	175	10
Listowel Independent Plus	Thursday	22,256	CMCAC	03/31/11	\$1.16	\$335	\$1,160	T	10	175	10
London Community News - <b>NEW</b>	Thursday	128,076	PS	09/30/11	\$2.15	\$335	\$1,160	T	10	175	10
London, The Londoner	Thursday	145,200	CMCAC	06/30/11	\$2.94	\$294	\$882	T	9	160	3

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Newspaper	Issued	Circ.	Audit	Audit Date	Natl. Line Rate	Spot Colour	Process Colour	Format	Columns	Lines	Material Code
Lucknow Sentinel	Wednesday	1,417	CMCAP	06/30/11	\$0.53	\$59	\$176	T	9	160	3
Manitoulin Expositor	Wednesday	5,596	ABC	03/31/11	\$0.95	\$212	\$635	T	6	225	5
Manitoulin West Recorder	Friday	1,706	ABC	03/31/11	\$0.95	\$212	\$635	T	6	200	5
Manitouwadge Echo	Wednesday	489	CMCAP	06/30/11	\$0.94	\$118	\$412	T	5	196	4
Manotick EMC	Thursday	10,668	CMCAC	06/30/11	\$1.09	\$96	\$188	T	6	218	5
Manotick Messenger	Thursday	13,928	CMCAC	10/31/11	\$0.88	\$206	\$412	T	6	220	5
Marathon Mercury	Tuesday	1,043	CMCAP	05/31/11	\$1.01	\$153	\$576	T	5	222	4
Markdale Standard	Tuesday	418	CMCAP	06/30/11	\$0.45	\$88	\$235	T	9	160	3
Markham Econ. & Sun/Stouffville Sun-Tribune	Thur/Sat	78,027	CCAB	03/31/11	\$5.67	\$670	\$2,320	T	10	175	10
Markham Economist & Sun	Thur/Sat	66,372	CCAB	03/31/11	\$4.86	\$335	\$1,160	T	10	175	10
Meaford Express	Wednesday	1,467	CMCAP	06/30/11	\$1.45	\$335	\$1,160	T	10	175	10
Middlesex Banner	Wednesday	1,383	CMCAC	06/30/11	\$0.77	\$139	\$459	T	5	217	4
Midland Free Press	Thursday	19,829	CMCAC	08/31/11	\$0.94	\$235	\$471	B	10	287	3
Midland Penetanguishene Mirror	Thursday	20,994	CMCAC	09/30/11	\$2.88	\$335	\$1,160	T	10	175	10
Mildmay Town & Country Crier	Wednesday	1,425	CMCAP	06/30/11	\$0.44	\$59	\$118	T	5	215	4
Millbrook Times	Thursday	1,190	CMCAP	07/31/11	\$0.88	\$141	\$376	T	5	215	4
Milton Canadian Champion-TH	Thursday	26,333	CCAB	03/31/11	\$2.92	\$335	\$1,160	T	10	175	10
Milton Canadian Champion-TU	Tuesday	21,014	CCAB	03/31/11	\$2.81	\$335	\$1,160	T	10	175	10
Minden Times	Wednesday	1,624	CMCAP	06/30/11	\$0.61	\$141	\$353	T	9	158	3
Minto Express	Wednesday	833	CMCAP	06/30/11	\$0.89	\$335	\$1,160	T	10	175	10
Mississauga News-FR	Friday	122,294	CCAB	03/31/11	\$9.53	\$335	\$1,160	T	10	175	10
Mississauga News-WE	Wednesday	122,708	CCAB	03/31/11	\$9.53	\$335	\$1,160	T	10	175	10
Mitchell Advocate	Wednesday	2,288	CMCAP	06/30/11	\$0.78	\$88	\$294	T	9	160	3
Morrisburg Leader	Wednesday	2,187	CMCAP	09/30/11	\$0.68	\$148	\$296	B	6	300	1
Mount Forest BizBull	Monthly	7,042	CMCAC	01/31/11	\$0.59	\$112	\$405	P	4	140	
Mount Forest Confederate	Wednesday	2,368	CMCAP	06/30/11	\$0.85	\$335	\$1,160	T	10	175	10
Muskoka District Weekender	Friday	25,558	CMCAC	10/31/11	\$3.00	\$335	\$1,160	T	10	175	10
Napanee Beaver	Thursday	14,740	CMCAC	06/30/11	\$0.80	\$71	\$106	T	6	212	5
Napanee Guide	Thursday	14,809	CMCAC	06/30/11	\$0.75	\$194	\$429	T	9	160	3
Nepean/Barrhaven EMC	Thursday	45,987	CMCAC	06/30/11	\$2.04	\$218	\$365	T	6	218	5
New Hamburg Independent	Wednesday	2,676	CMCAP	06/30/11	\$0.90	\$335	\$1,160	T	10	175	10
New Liskeard Temiskaming Speaker-FR	Friday	10,083	CMCAC	09/30/11	\$1.55	\$265	\$559	T	5	220	4
New Liskeard Temiskaming Speaker-WE	Wednesday	3,952	CMCAP	08/31/11	\$1.55	\$265	\$559	T	5	220	4
Newmarket Aurora Era-Banner/Georgina Advocate	Sunday	67,762	CCAB	03/31/11	\$4.93	\$335	\$1,160	T	10	175	10
Newmarket Aurora Era-Banner-TH	Thursday	50,128	CCAB	03/31/11	\$3.52	\$335	\$1,160	B	10	301	10
Niagara Advance	Thursday	7,459	CMCAC	05/31/11	\$0.73	\$188	\$318	T	9	160	3
Niagara This Week-TH	Thursday	168,300	CCAB	03/31/11	\$3.12	\$335	\$1,160	T	10	147	10
Niagara This Week-WE	Wednesday	94,350	CCAB	03/31/11	\$2.52	\$335	\$1,160	T	10	147	10
Nipigon Red Rock Gazette	Tuesday	890	CMCAP	06/30/11	\$1.11	\$342	\$412	T	5	224	4
North Bay Nipissing News - <b>NEW</b>	Thursday	42,332	PS	09/30/11	\$0.85	\$335	\$1,160	T	10	175	10
North York Mirror-FR	Friday	95,973	CCAB	03/31/11	\$7.73	\$335	\$1,160	T	10	175	10
North York Mirror-TH	Thursday	95,948	CCAB	03/31/11	\$7.73	\$335	\$1,160	T	10	175	10
Northumberland News	Thur/Fri	22,763	CCAB	03/31/11	\$2.55	\$335	\$1,160	T	10	175	10
Northumberland Today.com	M/Tu/W/F	4,300	CMCAP	06/30/11	\$1.06	\$118	\$353	B	10	301	3
Northumberland Today.com-TH	Thursday	16,908	CMCAC	06/30/11	\$1.45	\$118	\$353	B	10	301	3
Norwich Gazette	Wednesday	1,080	CMCAP	06/30/11	\$0.71	\$176	\$529	T	9	160	3
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
NWT/Nunavut News/North	Monday	14,334	CMCACP	09/30/11	\$2.44	\$400	\$1,100	T	6	215	5
Oakville Beaver-FR	Friday	48,324	CCAB	09/30/10	\$5.03	\$335	\$1,160	T	10	175	10
Oakville Beaver-TH	Thursday	48,303	CCAB	09/30/10	\$5.03	\$335	\$1,160	T	10	175	10
Oakville Beaver-WE	Wednesday	48,336	CCAB	09/30/10	\$5.03	\$335	\$1,160	T	10	175	10

## Display Advertising - 2012 Gross Rates

Newspaper	Issued	Circ.	Audit	Audit Date	Natl. Line Rate	Spot Colour	Process Colour	Format	Columns	Lines	Material Code
Oakville Today	Thursday	31,047	CCAB	09/30/10	\$2.70	\$335	\$1,160	T	10	175	10
Ohsweken Turtle Island News	Wednesday	5,000	PS		\$1.59	\$182	\$776	T	5	200	4
Orangeville Banner-TH	Thursday	23,255	CCAB	03/31/11	\$2.09	\$335	\$1,160	T	10	175	10
Orangeville Banner-TU	Tuesday	19,034	CCAB	03/31/11	\$1.80	\$335	\$1,160	T	10	175	10
Orangeville Cit/Shelburne Free Press	Thursday	16,388	CMCAC	08/31/11	\$0.88	\$59	\$235	B	8	276	6
Orillia Today	Thursday	23,957	CMCAC	09/30/11	\$2.88	\$335	\$1,160	T	10	175	10
Orleans EMC	Thursday	48,213	CMCAC	03/31/11	\$2.04	\$218	\$365	T	6	218	5
Orleans Star	Thursday	45,901	CMCAC	04/30/11	\$1.68	\$353	\$353	T	8	175	12
Orono Weekly Times	Wednesday	1,068	CMCAP	06/30/11	\$0.48	\$176	\$529	T	5	214	4
Osh/Whit/Clar.This Wk/Pt. Perry Star	Thursday	116,996	CCAB	03/31/11	\$7.81	\$670	\$2,320	T	10	175	10
Oshawa/Whitby This Week	W/Th/F	77,050	CCAB	03/31/11	\$6.39	\$335	\$1,160	T	10	175	10
Oshawa/Whitby/Clarington This Week	W/Th/F	102,461	CCAB	03/31/11	\$7.35	\$335	\$1,160	T	10	175	10
Ottawa East EMC	Thursday	38,917	CMCAC	03/31/11	\$2.04	\$218	\$365	T	6	218	5
Ottawa Embassy	Wednesday	12,601	CMCAC	02/28/11	\$6.85	\$367	\$934	T	4	190	8
Ottawa Hill Times	Monday	11,624	CMCAC	02/28/11	\$6.85	\$367	\$934	T	4	190	8
Ottawa South EMC	Thursday	40,023	CMCAC	06/30/11	\$2.04	\$218	\$365	T	6	218	5
Ottawa West EMC	Thursday	40,004	CMCAC	06/30/11	\$2.04	\$218	\$365	T	6	218	5
Paris Star	Thursday	829	CMCAP	09/30/11	\$0.77	\$94	\$371	T	9	160	3
Parkhill Gazette	Thursday	980	CMCAP	03/31/11	\$0.88	\$76	\$271	T	6	210	5
Parry Sound Beacon Star	Friday	2,709	CMCAP	06/30/11	\$1.49	\$335	\$1,160	T	10	175	10
Parry Sound North Star	Wednesday	2,983	CMCAP	06/30/11	\$1.33	\$335	\$1,160	B	10	301	10
Pelham News	Friday	7,268	CMCAC	03/31/11	\$0.61	\$147	\$368	T	9	160	3
Pelham Voice of Pelham	Wednesday	8,330	CMCAC	03/31/11	\$0.79	\$78	\$78	T	6	220	5
Perth EMC	Thursday	11,784	CMCAC	09/30/11	\$0.74	\$171	\$476	T	6	218	5
Peterborough This Week-FR	Friday	46,139	CCAB	03/31/11	\$3.92	\$335	\$1,160	T	10	175	10
Peterborough This Week-WE	Wednesday	45,599	CCAB	03/31/11	\$3.92	\$335	\$1,160	T	10	175	10
Petrolia Topic	Wednesday	1,617	CMCAP	06/30/11	\$0.73	\$118	\$353	T	9	160	3
Picton County Weekly News	Thursday	11,625	CMCAC	07/31/11	\$0.64	\$118	\$412	T	9	160	3
Picton Gazette	Thursday	11,406	CMCAC	06/30/11	\$0.79	\$71	\$106	T	6	212	5
Port Colborne InPort News	Friday	11,448	CMCAC	03/31/11	\$0.88	\$147	\$368	T	9	160	3
Port Dover Maple Leaf	Wednesday	3,199	CMCAP	09/30/11	\$0.65	\$153	\$353	T	10	224	10
Port Elgin Shoreline Beacon	Tuesday	3,792	CMCAP	06/30/11	\$0.84	\$147	\$147	T	9	160	3
Port Perry Scugog Standard	Thursday	10,846	CMCAC	06/30/11	\$1.22	\$100	\$176	T	6	196	5
Port Perry Scugog/Uxbridge Standard	Thursday	20,443	CMCA	06/30/11	\$1.59	\$100	\$176	T	6	196	5
Port Perry Star	Thursday	15,297	CCAB	03/31/11	\$1.86	\$335	\$1,160	T	10	175	10
Port Stanley, The Lake Erie Beacon	EO Friday	7,203	CMCAC	04/30/11	\$1.98	\$229	\$469	T	4	215	8
Prescott Journal	Wednesday	1,773	CMCAP	06/30/11	\$0.87	\$206	\$412	T	6	220	5
Quinte West EMC	Thursday	21,579	CMCAC	03/31/11	\$1.55	\$118	\$353	T	6	218	5
Rainy River Record	Tuesday	713	CMCAP	03/31/11	\$0.79	\$135	\$435	T	5	209	4
Red Lake, Northern Sun News	Wednesday	1,324	CMCAP	09/30/11	\$0.64	\$118	\$294	B	6	294	2
Renfrew Mercury EMC (new name)	Thursday	14,985	CMCAC	06/30/11	\$0.83	\$335	\$1,160	T	10	175	10
Richmond Hill /Thornhill Liberal-SA	Saturday	82,681	CCAB	03/31/11	\$5.44	\$335	\$1,160	T	10	175	10
Richmond Hill /Thornhill Liberal-TH	Thursday	82,686	CCAB	03/31/11	\$5.44	\$335	\$1,160	T	10	175	10
Ridgetown Independent News	Wednesday	1,984	CMCAP	04/30/11	\$0.52	\$118	\$235	T	6	224	5
Russell Villager	Wednesday	857	CMCAP	03/31/11	\$0.57	\$176	\$529	T	6	220	5
Sarnia/Lambton County This Week	Wednesday	41,300	PS	01/31/11	\$1.49	\$152	\$469	T	9	160	3
Sault Ste. Marie This Week	Wednesday	29,687	CMCAC	03/31/11	\$1.54	\$318	\$629	T	9	160	3
Scarborough Mirror	Thur/Fri	118,538	CCAB	03/31/11	\$8.18	\$335	\$1,160	T	10	175	10
Seaforth Huron Expositor	Wednesday	1,773	CMCAP	06/30/11	\$0.73	\$88	\$353	T	9	160	3
Simcoe Tuesday Times-Reformer	Tuesday	19,788	CMCAC	06/30/08	\$1.37	\$176	\$529	B	10	301	3
Sioux Lookout Bulletin	Wednesday	4,500	CMCAC	04/30/11	\$0.89	\$201	\$469	T	6	215	5
Sioux Lookout Wawatay News	EO Thurs.	9,196	CMCAC	12/31/10	\$0.89	\$153	\$341	T	6	218	5

## Display Advertising - 2012 Gross Rates

Newspaper	Issued	Circ.	Audit	Audit Date	Natl. Line Rate	Spot Colour	Process Colour	Format	Columns	Lines	Material Code
Smiths Falls EMC	Thursday	11,289	CMCAC	09/30/11	\$1.07	\$171	\$476	T	6	218	5
Smiths Falls EMC-4 Zones	Thursday	44,273	CMCAC	09/30/11	\$2.20	\$235	\$594	T	6	218	5
St. Marys Journal Argus	Wednesday	2,249	CMCAP	03/31/11	\$0.85	\$335	\$1,160	T	10	175	10
St. Marys Journal Argus Weekender	Thursday	6,745	CMCAC	06/30/11	\$1.04	\$335	\$1,160	T	10	175	10
St. Thomas/Elgin Weekly News	Thursday	30,573	CMCAC	04/30/11	\$1.74	Incl.	Incl.	T	6	130	5
Stayner Sun	Wednesday	796	CMCAP	04/30/11	\$1.45	\$335	\$1,160	T	10	175	10
Stirling/Northeast EMC	Thursday	11,602	CMCAC	03/31/11	\$1.37	\$118	\$353	T	6	218	5
Stittsville News EMC (new name)	Thursday	10,408	CMCAC	12/31/10	\$0.59	\$129	\$188	T	6	218	5
Stoney Creek News	Thursday	29,875	CMCAC	06/30/11	\$2.50	\$335	\$1,160	T	10	175	10
Stouffville Sun-Tribune	Thur/Sat	11,655	CCAB	03/31/11	\$1.60	\$335	\$1,160	T	10	175	10
Stratford Gazette	Thursday	19,561	CMCAC	02/28/11	\$1.52	\$335	\$1,160	T	10	175	10
Strathroy Age Dispatch	Thursday	3,384	CMCAP	07/31/11	\$1.08	\$128	\$469	T	9	160	3
Sturgeon Falls, West Nipissing Tribune	Wednesday	2,314	CMCAP	06/30/11	\$0.86	\$235	\$529	T	6	196	5
Sudbury Northern Life-TH	Thursday	48,041	CCAB	03/31/11	\$2.47	\$361	\$722	T	9	196	3
Sudbury Northern Life-TU	Tuesday	39,305	CCAB	03/31/11	\$2.47	\$361	\$722	T	9	196	3
Tavistock Gazette	Wednesday	1,274	CMCAP	10/31/11	\$0.66	n/a	n/a	T	5	222	4
Tecumseh Shoreline Week	Friday	17,146	CMCAC	06/30/11	\$1.22	\$118	\$353	T	6	204	5
Tecumseh Tribune	Thursday	15,500	PS		\$1.00	\$129	\$247	T	6	220	5
Terrace Bay Schreiber News	Tuesday	359	CMCAP	06/30/11	\$1.11	\$212	\$412	T	5	224	4
Thamesville Herald	Wednesday	795	CMCAP	02/28/11	\$0.48	\$88	\$171	T	6	224	5
Thessalon North Shore Sentinel	Wednesday	2,113	CMCAP	08/31/11	\$0.71	\$118	\$353	T	6	220	5
Thorold Niagara News	Wednesday	7,275	CMCAC	05/31/11	\$0.47	\$188	\$318	T	9	160	3
Thunder Bay Source	Friday	43,740	CMCAC	06/30/11	\$1.75	\$184	\$404	T	9	171	3
Tilbury Times	Tuesday	1,134	CMCAP	06/30/11	\$0.77	\$118	\$353	T	6	204	5
Tilbury/Wheatley This Week	Thursday	9,277	PS		\$0.74	\$59	\$141	T	9	160	3
Tillsonburg Independent News	Wednesday	9,798	CMCAC	06/30/11	\$1.15	\$186	\$556	B	10	301	3
Timmins Times	Thursday	16,600	CMCAC	03/31/11	\$1.41	\$128	\$386	T	9	160	3
Toronto Bayview Mills Town Crier	Monthly	19,750	CCAB	03/31/10	\$3.53	\$176	\$588	T	6	192	9
Toronto Beach Riverdale Town Crier	Monthly	21,750	CCAB	03/31/10	\$3.53	\$176	\$588	T	6	192	9
Toronto Bloor West Town Crier	Monthly	20,300	CCAB	03/31/10	\$3.53	\$176	\$588	T	6	192	9
Toronto Bloor West Villager	Thursday	34,235	CCAB	03/31/11	\$2.66	\$335	\$1,160	T	10	175	10
Toronto City Centre Mirror	Thursday	45,919	CCAB	03/31/11	\$4.34	\$335	\$1,160	T	10	175	10
Toronto Correo Canadiense	Wednesday	20,000	PS		\$2.64	\$147	\$529	T	10	200	
Toronto Downtown Bulletin	Monthly	83,048	CMCAC	06/30/11	\$5.52	Incl.	Incl.	B	6	275	5
Toronto East York Riverdale Town Crier	Monthly	19,800	CCAB	03/31/10	\$3.53	\$176	\$588	T	6	192	9
Toronto Forest Hill Town Crier	Monthly	20,700	CCAB	03/31/10	\$3.53	\$176	\$588	T	6	192	9
Toronto Kanadai-Amerikai Magyarsag	Saturday	2,107	CMCAP	08/31/11	\$1.05	\$100	\$100	B	8	290	5
Toronto Leaside Rosedale Town Crier	Monthly	19,750	CCAB	03/31/10	\$3.53	\$176	\$588	T	6	192	9
Toronto North Toronto Town Crier	Monthly	20,700	CCAB	03/31/10	\$3.53	\$176	\$588	T	6	192	9
Toronto North York Town Crier	Monthly	17,750	CCAB	03/31/10	\$3.53	\$176	\$588	T	6	192	9
Toronto Nove Ilhas	Tuesday	15,242	PS		\$2.64	\$147	\$529	T	10	200	
Toronto NOW	Thursday	105,440	VAC	09/30/10	\$5,720 PgB&W	\$530	\$1,615	T	5	158	
Toronto Parkdale-Liberty Villager	Thursday	24,078	CCAB	03/31/11	\$2.13	\$335	\$1,160	T	10	175	10
Toronto Salam Toronto	Thursday	7,500	CMCAC	06/30/11	\$1.37	\$141	\$50% of space	T	4	203	8
Toronto Sunday Times	Thursday	30,800	CMCAC	02/28/11	\$1.18	\$235	\$471	B	8	294	5
Toronto Thoi Bao	Thursday	13,041	CMCAC	06/30/11	\$0.80	\$118	\$1,200	T	5	220	4
Toronto Today	Monthly	54,700	CCAB	03/31/10	\$5.88	Incl.	Incl.	T	6	154	11
Trenton Trentonian	Thursday	13,262	CMCAC	07/31/11	\$0.85	\$118	\$294	T	9	160	3
Tweed News	Wednesday	987	CMCAP	04/30/11	\$0.99	\$153	\$588	B	6	294	1
Uxbridge Standard	Thursday	9,597	PS		\$1.22	\$100	\$176	T	6	196	5
Uxbridge Times-Journal	Thursday	10,132	CCAB	03/31/11	\$1.56	\$335	\$1,160	T	10	175	10
Vankleek Hill Review	Wednesday	3,613	CMCAP	06/30/11	\$0.85	\$220	\$535	B	8	300	11

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Newspaper	Issued	Circ.	Audit	Audit Date	Natl. Line Rate	Spot Colour	Process Colour	Format	Columns	Lines	Material Code
Vaughan Citizen-SU	Sunday	49,577	CCAB	03/31/11	\$3.03	\$335	\$1,160	T	10	175	10
Vaughan Citizen-TH	Thursday	50,654	CCAB	03/31/11	\$3.13	\$335	\$1,160	T	10	175	10
Vaughan Today	Monthly	30,000	PS		\$3.53	Incl.	Incl.	T	6	154	11
Walkerton Herald Times	Wednesday	1,900	CMCAP	06/30/10	\$0.85	\$335	\$1,160	T	10	175	10
Wallaceburg Courier Press	Thursday	8,941	CMCAC	06/30/11	\$0.84	\$94	\$282	T	9	160	3
Wasaga Sun	Wednesday	8,236	CMCAC	06/30/11	\$1.45	\$335	\$1,160	T	10	175	10
Waterdown Flamborough Review	Thursday	13,755	CCAB	03/31/11	\$1.22	\$335	\$1,160	T	10	175	10
Waterloo Chronicle	Wednesday	30,972	CMCAC	09/30/11	\$1.52	\$335	\$1,160	T	10	175	10
Watford Guide-Advocate	Thursday	990	CMCAP	04/30/11	\$0.88	\$76	\$271	T	6	210	5
Wawa Algoma News Review	Wednesday	803	CMCAP	03/31/11	\$0.60	\$224	\$671	T	5	227	4
West Carleton Review EMC (new name)	Thursday	6,442	CMCAC	12/31/10	\$0.59	\$129	\$188	T	6	218	5
West Lorne West Elgin Chronicle	Thursday	5,646	CMCAC	06/30/11	\$0.98	\$147	\$471	T	9	160	3
Westport Review Mirror	Thursday	1,814	CMCAP	02/28/11	\$0.74	\$176	\$324	T	6	210	5
Wheatley Journal	Wednesday	849	CMCAP	04/30/11	\$0.59	\$147	\$441	T	6	204	5
Wiaraton Echo	Tuesday	2,082	CMCAP	06/30/11	\$0.66	\$116	\$514	T	9	160	3
Winchester Press	Wednesday	3,411	CMCAP	06/30/11	\$0.94	\$206	\$412	T	6	220	5
Wingham Advance Times	Wednesday	1,596	CMCAP	06/30/11	\$0.85	\$335	\$1,160	T	10	175	10
York Guardian	Thursday	26,019	CCAB	03/31/11	\$2.13	\$335	\$1,160	T	10	175	10

## Display Advertising - 2012 Gross Rates

Newspaper	Issued	Circ.	Audit	Audit Date	Natl. Line Rate	Spot Colour	Process Colour	Format	Columns	Lines	Material Code
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**Eastern Ontario Packages:**

<b>Greater Ottawa EMC Bundle 1</b> Ottawa South EMC, Ottawa West EMC, Ottawa East EMC, Orleans EMC Nepean/Barrhaven EMC, Arnprior Chronicle Guide EMC, Kanata Kourier Standard EMC, Stittsville News EMC, West Carleton Review EMC, Manotick EMC	Thursday	271,019	CMCAC	03/31/11	\$8.14	\$835	\$953	T	6	218	5
<b>Nat'l Capital EMC Bundle 2</b> Ottawa South EMC, Ottawa West EMC, Ottawa East EMC, Orleans EMC Nepean/Barrhaven EMC, Arnprior Chronicle Guide EMC, Kanata Kourier Standard EMC, Stittsville News EMC, West Carleton Review EMC, Manotick EMC, Carleton Place/Almonte EMC, Kemptville EMC, Perth EMC, Smiths Falls EMC	Thursday	315,292	CMCAC	03/31/11	\$9.09	\$953	\$1,129	T	6	218	5
<b>Nat'l Capital/Brockville EMC Bundle 3</b> Ottawa South EMC, Ottawa West EMC, Ottawa East EMC, Orleans EMC Nepean/Barrhaven EMC, Arnprior Chronicle Guide EMC, Kanata Kourier Standard EMC, Stittsville News EMC, West Carleton Review EMC, Manotick EMC, Carleton Place/Almonte EMC, Kemptville EMC, Perth EMC, Smiths Falls EMC, Brockville St. Lawrence EMC	Thursday	342,140	CMCAC	03/31/11	\$9.62	\$1,071	\$1,247	T	6	218	5
<b>Nat'l Capital/Brockville/Kingston EMC Bundle 4</b> Ottawa South EMC, Ottawa West EMC, Ottawa East EMC, Orleans EMC Nepean/Barrhaven EMC, Arnprior Chronicle Guide EMC, Kanata Kourier Standard EMC, Stittsville News EMC, West Carleton Review EMC, Manotick EMC, Carleton Place/Almonte EMC, Kemptville EMC, Perth EMC, Smiths Falls EMC, Brockville St. Lawrence EMC, Kingston EMC, Frontenac EMC	Thursday	393,924	CMCAC	03/31/11	\$11.06	\$1,188	\$1,365	T	6	218	5
<b>Eastern Ontario EMC Bundle 5</b> Ottawa South EMC, Ottawa West EMC, Ottawa East EMC, Orleans EMC Nepean/Barrhaven EMC, Arnprior Chronicle Guide EMC, Kanata Kourier Standard EMC, Stittsville News EMC, West Carleton Review EMC, Manotick EMC, Carleton Place/Almonte EMC, Kemptville EMC, Perth EMC, Smiths Falls EMC, Brockville St. Lawrence EMC, Kingston EMC, Frontenac EMC, Belleville EMC, Campbellford/Northwest EMC, Stirling/Northeast EMC, Quinte West EMC	Thursday	461,886	CMCAC	03/31/11	\$13.04	\$1,312	\$1,488	T	6	218	5
<b>St. Lawrence Seaway EMC Bundle 6</b> Brockville St. Lawrence EMC, Kingston EMC, Frontenac EMC, Belleville EMC, Campbellford/Northwest EMC, Stirling/Northeast EMC, Quinte West EMC	Thursday	146,594	CMCAC	03/31/11	\$6.42	\$488	\$665	T	6	218	5
<b>Quinte Community Newspaper Group</b> Belleville & Region Community Press, Picton County Weekly News, Trenton Trentonian	Thursday	69,254	CMCAC	7/31/2011	\$2.71	\$353	\$588	T	9	160	3

**Central Ontario Packages:**

<b>Hamilton Area (Metroland Combo)</b> Ancaster News, Dundas Star News, Hamilton Mountain News, Stoney Creek News	Thursday	111,126	CMCAC	06/30/11	\$7.73	\$1,340	\$4,640	T	10	175	10
<b>Toronto Community News (Metroland Combo)</b> Toronto Bloor West Villager, Toronto City Centre Mirror/Annex Guardian, East York/Riverdale/Beach Mirror, Etobicoke Guardian, North York Mirror, Toronto Parkdale-Liberty Villager, Scarborough Mirror, York Guardian	Thursday	479,790	CCAB	03/31/11	\$35.01	\$2,680	\$9,280	T	10	175	10