

ADVERTISING RATE CARD 2010

PENTICTON HERALD

The South Okanagan's Daily Newspaper

published Monday through Friday

eXposure

published Wednesdays and Fridays

The Okanagan

published Saturdays and Sundays

British Columbia's South Okanagan surrounds a chain of lakes that stretches all the way to the U.S. border. Its verdant valleys and the towns of Summerland, Oliver, Okanagan Falls and Osoyoos rely on extensive irrigation to keep at bay the natural desert that surrounds them. The largest city in the region is Penticton.

If a city can be defined by one role that it plays, the part played by Penticton would be that of the perpetually gracious host.

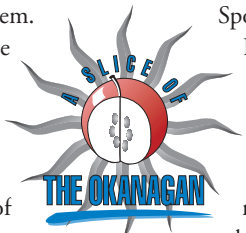
Every year, this South Okanagan city welcomes more than 600,000 tourists. It's chosen by companies and organizations from across North America as the site of their conventions. But with all the attention that's garnered by this picture perfect location, it handles life with a demure and gracious southern style.

One of the fastest growing markets for boomers, Penticton and the South Okanagan is served by the Penticton Herald, established in 1906 and, with its sister publication

Southern Exposure, provides the very best advertising coverage available. A steady subscriber base and loyal following make the Herald the paper of choice for many retailers. Home to grocer flyers like Safeway, Real Canadian Wholesale Club, Home Hardware, Sportchek and more, the Herald is the place buyers turn to seven days a week. And with mechanical inserting equipment, flyers are not stuffed inside each other.

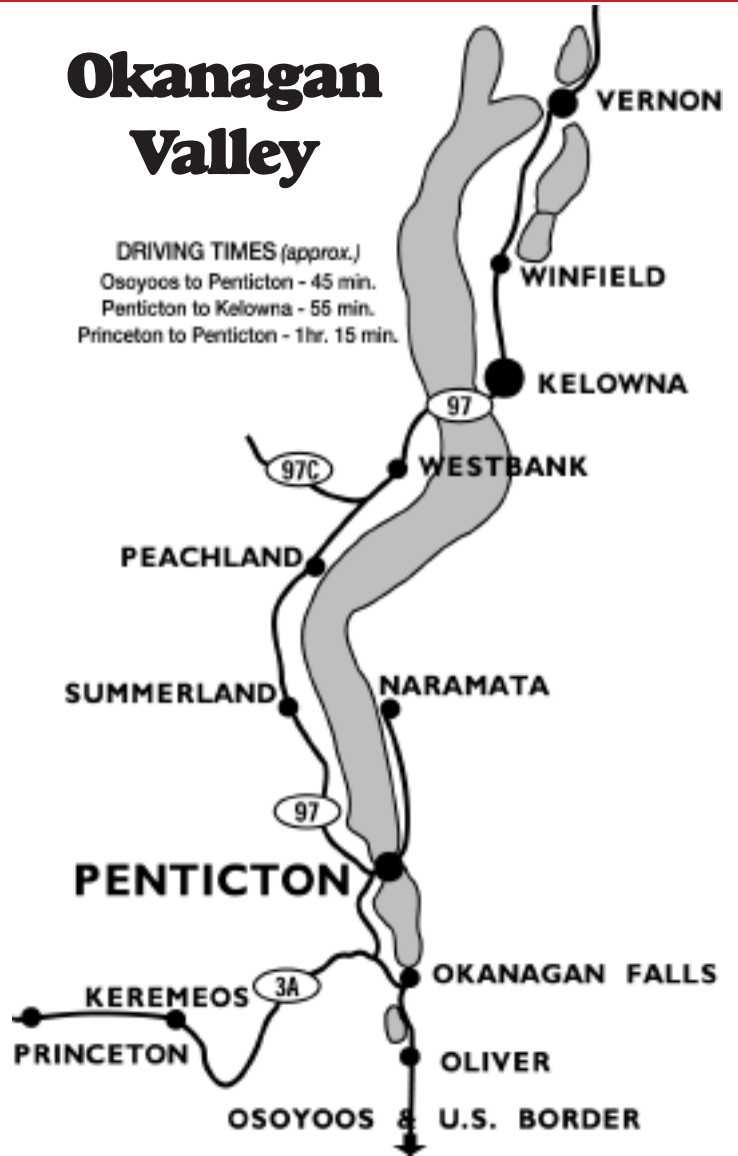
Southern Exposure supplements the flyer delivery on Wednesdays and Fridays with emphasis on door to door delivery in Penticton, Oliver, Osoyoos and Summerland. The Friday Herald also features a special pullout Real Estate section which is now in its 20th year.

The paper's subscribers enjoy the mix of community news and the national and international news and sports coverage they expect from a daily newspaper, making the Herald the complete package. Readers are confident in the knowledge with the



Okanagan Valley

DRIVING TIMES (approx.)
 Osoyoos to Penticton - 45 min.
 Penticton to Kelowna - 55 min.
 Princeton to Penticton - 1hr. 15 min.



Herald they're getting the only comprehensive coverage of important local news, and a complete, next-day recap of local sports teams, while the paper's coverage of the local entertainment scene is unparalleled in the South Okanagan. Editors at the Herald run an average of five letters a day – obviously the community's voice.

On the weekends the Herald combines forces with its sister paper, The Daily Courier in Kelowna to produce the Okanagan Saturday &

Sunday for subscribers.

The Herald is a proud sponsor of over 80 events and organizations such as the Ironman Canada Triathlon, BC Hockey Hall of Fame, Okanagan College and Big Brothers/Big Sisters. Special coverage is provided for many of the big events in the valley the very next day, making the Herald the place to turn for event participants, readers and advertisers.

101- 186 Nanaimo Ave. W. Penticton, B.C. V2A 1N4

Phone: (250) 492-4002 • Fax: (250) 492-2403

E-mails: production@pentictonherald.ca realestateads@pentictonherald.ca classifieds@pentictonherald.ca editor@pentictonherald.ca

2010 DISPLAY ADVERTISING

(All rates are net/line)

Effective July 1, 2010

\$ Volume Levels	Penticton Herald Mon-Fri	Okanagan Saturday/Sunday	Southern Exposure Wed & Fri
Open Rate	1.04	1.89	1.04
500	n/a	n/a	n/a
1,000	.91	n/a	.91
1,500	.83	1.44	.83
2,500	.77	1.42	.77
5,000	.75	1.21	.75
7,500	.75	1.17	.75
10,000	.72	1.14	.72
25,000	.65	1.12	.65
50,000	.61	1.06	.61
100,000	.57	.91	.57
200,000	.52	.88	.52
300,000	n/a	.86	n/a
Non-Profit	.72	1.14	.72
Front Page Banner 1 1/2"	259.00	100% premium*	175.00
Front Page Banner 2"	345.00	100% premium*	210.00
Front Page Banner 2 1/2"	430.00	N/A	245.00
Section Banner	312.00	100% premium*	N/A
Earlugs	39.00	120.00	N/A

COLOR RATES

	HERALD	EXPOSURE	OKANAGAN
Black + 1 Colour	150.00	150.00	300.00
Black + 2 Colours	250.00	250.00	400.00
Black + 3 Colours	350.00	350.00	500.00

DIMENSIONS

Herald/Okanagan/Courier/Exposure.....10 col. x 301 lines (10.44" x 21 1/2") Real Estate10 col. x 155 lines (10.44" x 10.44")

COLUMN WIDTHS (inches)

1	0.944
2	2.0
3	3.056
4	4.111
5	5.167
6	6.222
7	7.278
8	8.333
9	9.389
10	10.444

DEADLINES (Retail Space)

Monday Herald4 pm....Thurs	Okanagan SaturdayNoon.....Wed
Tuesday Herald4 pm.....Fri	Okanagan SundayNoon ...Thurs
Wednesday HeraldNoon.....Mon	Southern Exposure WednesdayNoonWed
Thursday HeraldNoonTues	Southern Exposure FridayNoonMon
Friday HeraldNoon.....Wed		

IMPORTANT INFORMATION

STANDARDS:

The Penticton Herald reserves the right to reject any advertisement not meeting our standards of truthfulness or good taste.

ERRORS:

While we make every effort to avoid mistakes, we shall not be held liable for damages arising out of errors or the non-insertion of an advertisement, beyond the amount paid for the space actually occupied by the portion of the advertisement in which the error occurred. Dollar based contracts are subject to short rating if not fulfilled.

FREQUENCY BUYS

DOUBLE EXPOSURE

Okanagan Sat or SunReg. price
Any Southern Exposure
Wed & Fri25c/line
Must be same ad

3x IN 5 DAYS

1st adReg. price
2nd ad20%off
3rd ad50% off
*If OKANAGAN charged as 1st ad.
Must be same ad.*

ROLL OVERS

Herald and Okanagan ads can be rolled over into Southern Exposure for 25c/line.

BUSINESS BUILDERS

1 month EOD\$9.68/line
3 month EOD\$9.00/line
EODs = 21 ads
1 month ED\$13.39/line
3 month ED\$13.08/line
EDs = 34 ads

CLASSIFIED ADVERTISING RATES

Classifieds appear Valleywide 7 days a week.
 Mon to Fri in the Penticton Herald and Kelowna
 Daily Courier; Sat & Sun in the Okanagan.

LINE ADS

1-2 insertions\$2.00 / line
 3-6 insertions\$1.50 / line
 7+ insertions\$1.35 / line
 Auto Sure Sell 4 lines 30 days\$60.00
 \$2.00/line extra
 Add a picture\$15.00

NON-PROFIT

.....\$1.10 / line

DISPLAY ADS

REGULAR DISPLAY

1-2 insertions\$1.55 / line
 3-6 insertions\$1.36 / line
 7+ insertions\$1.23 / line

LEGALS & TENDERS

1st insertion\$2.15 / line
 Subsequent insertions\$1.70 /line

GARAGE SALES

Per line\$1.90
second day 1/2 price

BUSINESS BUILDERS

1 MONTH 4X WEEK

1 col. x 1" (13x)\$163.00
 13 x's Plus 4x in Southern Exposure

1 MONTH DAILY

1 col. x 1" (26x)\$247.00
 26 x's Plus 4x in Southern Exposure

PROFESSIONAL SERVICE DIRECTORY

1 col. x 1" 30 days\$150.00
 1 col. x 2" 30 days\$250.00

FOR SALE BY OWNER

2" x 2"\$60/insertion
or \$75 for 3 days
or \$125 for 7 days

DEADLINES

To Publish In:	WORD ADS	CLASS DISPLAY
Monday	Fri. 2:00 p.m.	Thurs. 3:00 p.m.
Tuesday	Mon. 2:00 p.m.	Fri. 3:00 p.m.
Wednesday	Tues. 2:00 p.m.	Mon. 3:00 p.m.
Thursday	Wed. 2:00 p.m.	Tues. 3:00 p.m.
Friday	Thurs. 2:00 p.m.	Wed. 3:00 p.m.
Saturday	Fri. 2:00 p.m.	Thurs. 3:00 p.m.
Sunday	Fri. 2:00 p.m.	Thurs. 5:00 p.m.
Southern Exposure Wed	Wed. 2:00 p.m.	Wed. 3:00 p.m.
Southern Exposure Fri	Mon. 2:00 p.m.	Mon. Noon

DIMENSIONS

Valleywide Class.8 col. x 301 lines (10.44" x 21½")
 Southern Exposure .. .8 col. x 301 lines (10.44" x 21½")

COLUMN WIDTHS

(inches)	
1	1.33"
2	2.82"
3	4.26"
4	5.72"
5	7.16"
6	8.65"
7	10.1"
8	11.6"

BOX

REPLIES

To Hold
\$30.00
 To Mail
\$40.00

14 Agate
 Lines= 1"

Halftone Screen
 85%

IMPORTANT INFORMATION

The Penticton Herald/Okanagan reserves the right to edit, revise, classify or reject any classified advertisement not meeting our standards. We accept only standard abbreviations and require proper punctuation.

CANCELLATION:

You may cancel as soon as you have results, and an adjustment will be made to the appropriate rate (excluding Action ads or Automotive Sure Sell). Call 493-4332 by 2:00 p.m. on the day prior to publication, except by noon on Saturday for Sunday or Monday publication.

ADJUSTMENTS:

We make every effort to avoid errors. If placing an advertisement by telephone, please listen carefully when your ad is read back to verify classification, start date, number of insertions and copy content. Please check your ad on the first day it appears, as we cannot be responsible for incorrect ads beyond the first business day of an advertising schedule. If you find an error, report it immediately to our classified department at 493-4332 and an adjustment will be made or your ad will be extended for an additional day. The Penticton Herald shall not be liable for damages arising out of errors, or the non-insertion of an advertisement, beyond the amount paid for the space actually occupied by the portion of the advertisement in which the error occurred.

INSERTS

PRE-PRINT RATES

39 ~ 52 x/ Year	.32/m
26 ~ 38 x/ Year	.37/m
13 ~ 25 x/ Year	.42/m
2 ~ 12 x/ Year	.47/m
Once per Year	.52/m

SIZES OF INSERTS

BROAD SHEET SIZES

Maximum	11.25" deep x 12.25" wide
Minimum	.4.125" x 3"

LONG TAB SIZES

Maximum	8.55" deep x 11.25" wide
Minimum	.4.125" x 3"

REGULAR TAB SIZES

Maximum	7.0" deep x 11.25" wide
Minimum	.4.125" x 3"

SQUARE BOY SIZES

Maximum	11.25" deep x 12.25" wide
Minimum	.4.125" x 3"

SINGLE SHEET PRODUCTS

60g/m² or 37# minimum weight paper

MAGAZINES

Maximum Page Count ~
250 pages or 3/4" Spine Thickness
Minimum Page Count ~
24 pages

THE MARKET

LABOUR FORCE

Retail Trade	.3,015	14.4
Health Care & Social Assistance	.2,535	12.1
Manufacturing	.2,255	10.7
Accommodation & Food Service	.2,065	9.8
Construction	.1,985	9.5
Public Administration	.1,015	4.8
Finance, Insurance, Real Estate		
Rental/Leasing	.1,015	4.8
Other Services (excluding Public Administration)	.965	4.6
Educational Services	.950	4.5
Administrative & Support, Waste Management	.880	4.2
Agriculture, Forestry, Fishing & Hunting	.875	4.2
Professional, Scientific & Technical Services	.860	4.1
Transportation & Warehousing	.665	3.2
Wholesale Trade	.575	2.7
Arts, Entertainment & Recreation	.540	2.6
Information and Cultural Industries	.460	2.2
Mining & Oil & Gas Extraction; Utilities	.295	1.4
Management of Companies & Enterprises	.35	0.2
Total Labour Force All Industries	.20,985	100

EDUCATION LEVEL

% of Population 15 Years and Over

Education Level	Penticton	Okanagan-Similkameen Regional District	British Columbia
No certificate; diploma or degree	24.3	25.2	19.9
High school certificate or equivalent	30.1	28.8	27.9
Apprenticeship or trades certificate or diploma	13.0	13.9	10.9
College; CEGEP or other non-university certificate or diploma	18.4	17.4	16.7
University certificate or diploma below bachelor level	4.8	4.6	5.4
University certificate, diploma or degree	9.4	10.1	19.3

POPULATION

Regional District of Okanagan-Similkameen	79,475
City of Penticton	31,907
Greater Penticton	43,313

FAMILY STRUCTURE

Family Characteristic	Greater Penticton	% of Greater Penticton	British Columbia	% of British Columbia
Total number of families	24.3		25.2	19.9
Number of married couple families	30.1		28.8	27.9
Number of lone-parent families	13.0		13.9	10.9
Number of common-law couple families	18.4		17.4	16.7

INCOME

	Penticton	Regional District	BC
Median Income all census families	\$53,875	\$51,829	\$62,345
Median Income Males 15+	28,265	27,118	31,598
Median Income Females 15+	19,268	18,145	19,997

Source: Statistics Canada, 2006 Census of Population

Income Category	City of Penticton		RDOS		British Columbia
	\$,000	% of Total	\$,000	% of Total	% of Total
Employment	522,210	56.1	1,065,016	53.4	65.9
Pension	204,967	22.0	464,593	23.3	12.5
Investment	82,996	8.9	187,166	9.4	8.6
Self-employed	43,597	4.7	101,830	5.1	6.0
Other	49,090	5.3	115,565	5.8	5.0
Tax exempt	27,408	3.0	60,286	3.0	2.0
Total	930,271	100.0	1,994,460	100.0	100.0

Source: Statistics Canada, prepared by BC Stats, Oct 2007

AGE GROUPING

Okanagan Similkameen Regional District

Age Grouping (years)	Male	Female	Total
0 - 14	5,315	5,390	10,695
15 - 24	4,185	3,965	8,155
25 - 44	7,060	7,940	15,000
45 - 54	5,985	6,620	12,600
55 - 64	5,790	6,355	12,145
65 +	9,830	11,040	20,870
Total	38,165	41,310	79,475
	Greater Penticton		
0-19	4,405	4,190	8,590
20-64	11,410	12,560	23,965
65 +	4,855	5,905	10,750
Total	20,665	22,650	43,310

Source: Statistics Canada, Census of Population 2006

ELECTRONIC AD REQUIREMENTS

E-mail: For .tif .jpg or .pdf files:

Attach them to the email.(do not copy them into the email document)

To send entire job with elements:

Create a file folder for your document, including all fonts and graphics. To compress your files please use ZIP. Attach your file to your email.

Our e-mail address is production@pentictionherald.ca

FTP Site:

You can upload files to our FTP site, in the "upload" folder.

Please supply your sales rep with an *identifying* file name of your document.

Our FTP address is

<ftp.pentictionherald.ca> User Id: "herald", Password: "peach".

Adobe Photoshop 7 or earlier:

Save RGB color documents as CMYK colour, in TIFF format (DCS off). Resolution at 200 dpi at 100% for colour or grayscale images. Line art resolution should be a minimum 300 dpi at 100%.

Tips and Hints:

We output at 900 dpi with an 85 line screen. Please use CMYK colour.

Convert all pantone spot colors to CMYK process.

Adobe Illustrator 10 or earlier:

Please include all imported graphics. To avoid any kinds of conflicts, **please convert all type to outlines**. Save as Illustrator EPS and include original Illustrator .ai file.

CorelDraw:

Please convert all fonts to outlines and supply all graphics used. Export as an Adobe Illustrator file.

Macromedia Freehand:

Please include all imported graphics.

To avoid any kinds of conflicts, **please convert all type to paths**.

Please export the document as EPS and include original Freehand document.

Adobe Indesign CS2 or earlier:

Please collect the document for output.

Create a file folder for your document.

Include all graphics and fonts (both printer and screen) used in the document. To compress your files please use ZIP

PDF Files:Indesign CS or earlier:

Creating .pdf files from InDesign CS

If your ad is printing in b&w please provide a composite greyscale .pdf (make sure images are greyscale – not RGB)

If your ad is printing in color please provide a cmyk image (not RGB)

Quark XPress 6.1 or earlier:

Please collect the document for output. Create a file folder for your document. **Include all graphics and fonts (both printer and screen) used in the document.** To compress your files please use ZIP

PDF Files: Acrobat 8 or earlier:

Acrobat Distiller defaults

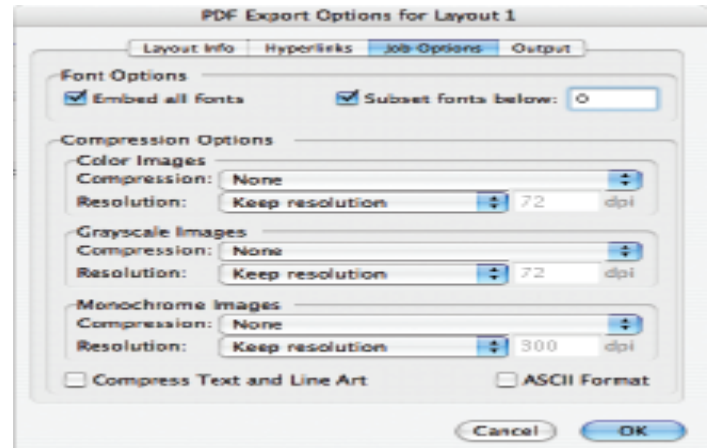
Use STANDARD setting. This allows only CMYK or Spot colours. (no RGB colour allowed). This also embeds all font information.

PDF Files: Quark 6.1 or earlier:

Creating .pdf files from Quark 6.1

If your ad is printing in b&w please provide a composite greyscale .pdf (make sure images are greyscale – not RGB)

If your ad is printing in color please provide a cmyk image (not RGB)



EPS Files:Adobe Acrobat 8 or earlier:

Acrobat 8 defaults

This embeds all font information.

This enables CMYK profile and converts Spot colours to CMYK.

