

ADVERTISING RATE CARD '09

PENTICTON HERALD

The South Okanagan's Daily Newspaper

published Monday through Friday

eXposure

published Tuesdays, Thursdays and Saturdays

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.

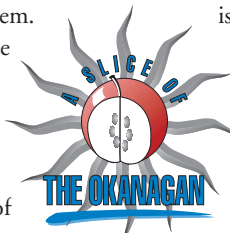
One of the fastest growing markets for boomers, Penticton and the South Okanagan is served by the Penticton Herald, established in 1906 and, with its sister publication

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 all grocer flyers, Home Hardware, Visions, 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.

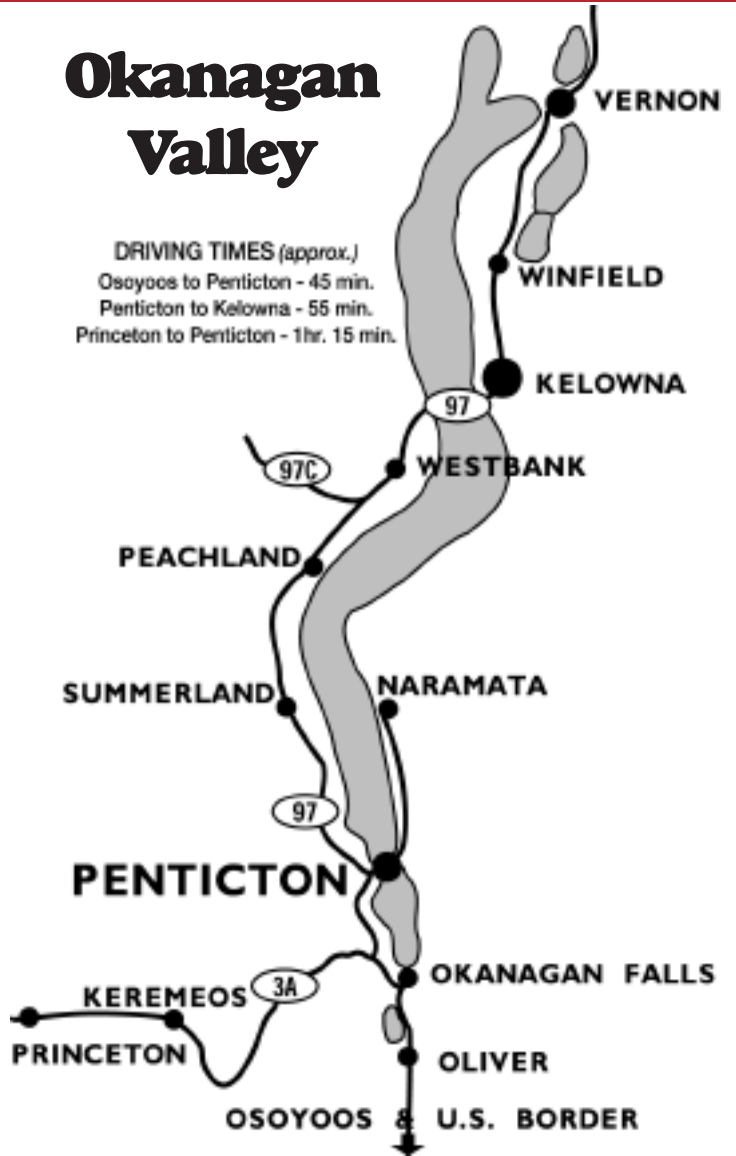
Southern Exposure supplements the flyer delivery on Tuesdays, Thursdays and Saturdays with emphasis on door to door delivery in Penticton, Oliver, Osoyoos and Summerland. The Friday Herald also features a special pullout Real Estate section which is now in its 18th year.

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 Herald they're getting the only



Okanagan Valley

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



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. Other weekly special editions include OverDrive every Friday for the automotive enthusiast and TV Times Mondays. Editors at the Herald run an average of five letters a day – obviously the community's voice.

The Herald is a proud sponsor of

over 80 events and organizations such as the Ironman Canada Triathlon, Pentastic Jazz Festival, Santa Claus Parade 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

2009 DISPLAY ADVERTISING

(All rates are net/line)

Effective Jan 1, 2009

\$ Volume Levels	Penticton Herald Mon-Fri	Okanagan Saturday Sunday	Southern Exposure Tues, Thurs & Sat
Casual	1.00	1.82	1.00
1500	.80	1.39	.80
2500	.74	1.37	.74
5000	.72	1.17	.72
7500	.72	1.13	.72
10,000	.70	1.10	.70
25,000	.63	1.08	.63
50,000	.59	1.02	.59
100,000	.55	.88	.55
200,000+	.50	.85	.50
Non Profit	.70	1.10	.70
Front Page Banner 1½"	\$259	100% premium*	\$175
Front Page Banner 2"	\$345	100% premium*	\$210
Front Page Banner 2½"	\$430	N/A	\$245
Section Banner	\$312	100% premium*	N/A
Earlugs	\$39	\$120	N/A

* of earned rate

COLOR RATES

	HERALD	EXPOSURE	OKANAGAN
Black Plus 1	\$150	\$150	\$300
Black plus 2	\$250	\$250	\$400
Black plus 3	\$350	\$350	\$500

DIMENSIONS

Herald/Okanagan/Courier10 col. x 301 lines (11" x 21½")

Southern Exposure/Real Estate . . .10 col. x 217 lines (11" x 14½")

FREQUENCY BUYS

DOUBLE EXPOSURE

Okanagan Sat or SunReg. price
Any Southern Exposure
Tues/Thur/Sat25¢/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 25¢/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

COLUMN WIDTHS (inches)

1	1
2	2.11
3	3.222
4	4.333
5	5.444
6	6.556
7	7.667
8	8.778
9	9.889
10	11

DEADLINES (Retail Space)

Monday Herald4 pm	Thurs	Okanagan SaturdayNoon	Wed
Tuesday Herald4 pm	Fri	Okanagan SundayNoon	Thurs
Wednesday HeraldNoon	Mon	Southern Exposure Tuesday5 pm	Thurs
Thursday HeraldNoon	Tues	Southern Exposure ThursdayNoon	Mon
Friday HeraldNoon	Wed	Southern Exposure Saturday5 pm	Tues

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.

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
 26x'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"x2" \$60/insertion
 or \$75.00 for 3 days
 or \$125.00 for 7 days

DEADLINES

To Publish In:	WORD ADS	CLASS DISPLAY
Monday	Fri. 5:00 p.m.	Thurs. 3:00 p.m.
Tuesday	Mon. 2:00 p.m.	Fri. 5:00 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 Tues	Fri. 2:00 p.m.	Fri. 3:00 p.m.
Southern Exposure Thurs	Mon. 2:00 p.m.	Mon. Noon
Southern Exposure Sat	Thurs. 2:00 p.m.	Tues. 5:00 p.m.

DIMENSIONS

Valleywide Class.8 col. x 301 lines (11¹/₂" x 21¹/₂"")
 Southern Exposure7 col. x 224 lines (10¹/₁₆" x 16"

COLUMN WIDTHS

(inches)	
1	1 ⁵ / ₁₆
2	2 ¹³ / ₁₆
3	4 ¹ / ₄
4	5 ¹¹ / ₁₆
5	7 ³ / ₁₆
6	8 ⁵ / ₈
7	10 ¹ / ₁₆
8	11 ¹ / ₂

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.

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 images (-not RGB)

THE FACTS...

POPULATION

Pentiction & Area83,037
Projected in 200599,212

INDUSTRIES*

Retail(14.3%)
Accommodation & Foods(11.4%)
Agriculture(10%)
Health & Welfare(13%)
Manufacturing(9%)
Construction(7.7%)
Other Services(7.1%)
Government(5.9%)
Education(5.4%)
Financial, Insurance &
Real Estate(4.6%)

*ranked by percentage of total workforce employed

SOURCE OF INCOME

Employment(66.5%)
Pension(12.3%)
Investment(7.6%)
Self Employment(5.3%)
Other(4.9%)
Tax Exempt(3.4%)

AVERAGE FAMILY INCOME

\$51,266

RETAIL SALES PER CAPITA

\$6,141

AVERAGE PRICE OF HOME

Detached Bungalow . . \$295,000

MAJOR RECREATIONAL AMENITIES

Apex Alpine Ski Resort

MAJOR ENTERTAINMENT EVENTS

Ironman Canada Triathlon
Okanagan Winefest
Peachfest

AGE BREAKDOWNS

0-14(17%)
15-24(9%)
25-34(12%)
35-44(13%)
45-54(10%)
55-64(11%)
65+(22%)

PDF Files:Acrobat 8 or earlier:

Acrobat Distiller defaults

This allows only CMYK or Spot colours. (no RGB colour allowed)

This also embeds all font information.

PRE-PRINT RATES

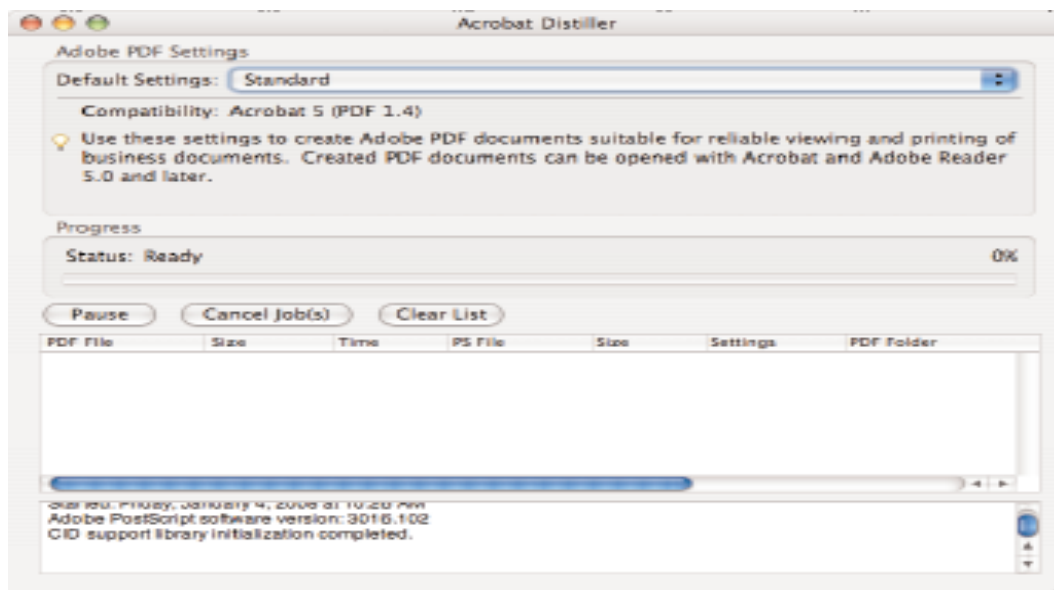
39 ~ 52 x/ Year32/m

26 ~ 38 x/ Year37/m

13 ~ 25 x/ Year42/m

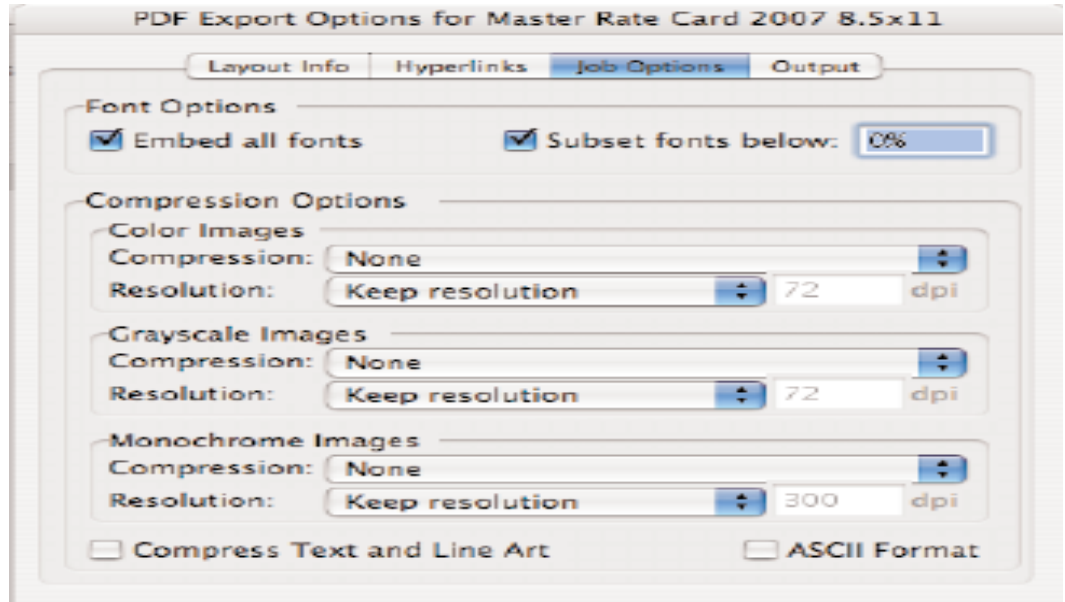
2 ~ 12 x/ Year47/m

Once per Year52/m



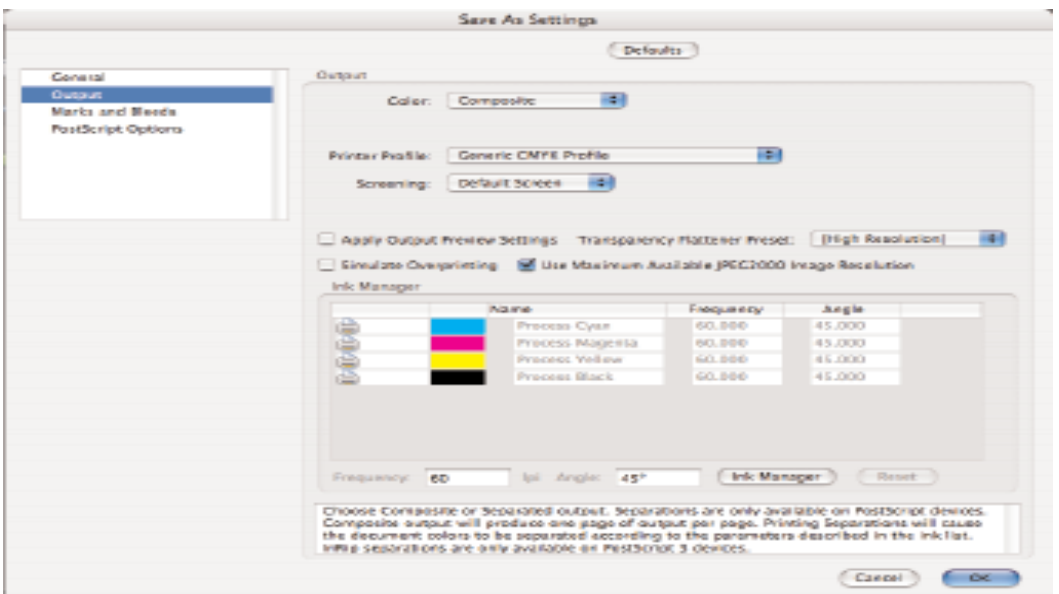
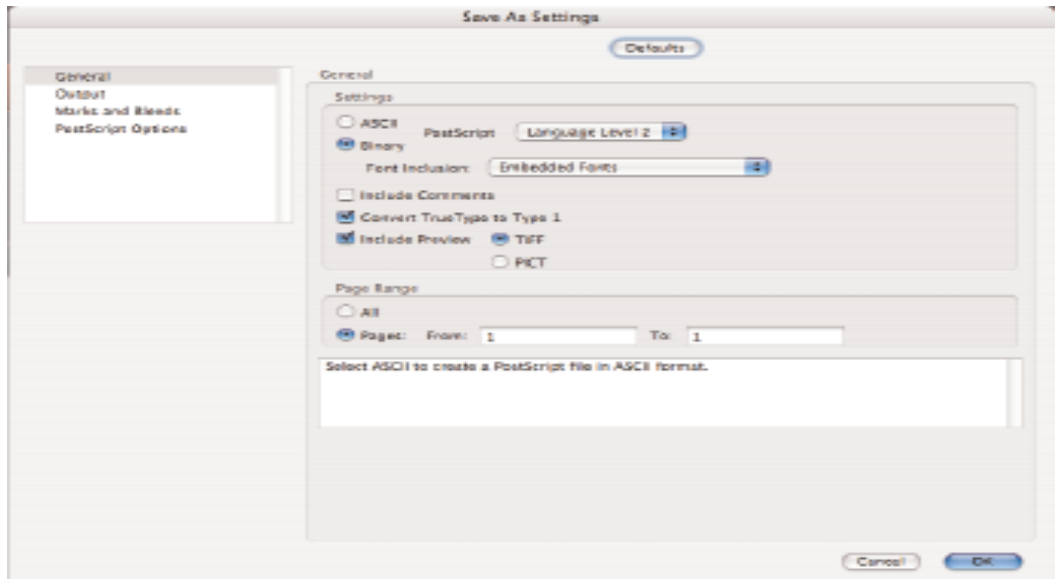
Quark XPress 6.1 or earlier:
 Please collect the document for output.
 Create a file folder for your document.
Include all graphics and fonts
(both printer and screen)
used in the document.
 To compress your files please use ZIP

PDF Files: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 images(-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.



SIZES OF INSERTS

BROAD SHEET SIZES

Maximum 11.25" deep x 12.25" wide
 Minimum4.125" x 3"

LONG TAB SIZES

Maximum 8.55" deep x 11.25" wide
 Minimum4.125" x 3"

REGULAR TAB SIZES

Maximum 7.0" deep x 11.25" wide
 Minimum4.125" x 3"

SQUARE BOY SIZES

Maximum 11.25" deep x 12.25" wide
 Minimum4.125" 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