



# Boyle McCauley News

VOICE OF THE COMMUNITY SINCE 1979

**THE BOYLE MCCAULEY NEWS IS PUBLISHED IN PRINT TEN TIMES A YEAR AND REACHES THE 6000+ RESIDENTS OF BOYLE AND MCCAULEY COMMUNITIES IN EDMONTON, CANADA.** The paper is distributed to 5,500 homes (houses and apartments) in the McCauley and Boyle Street neighbourhoods, as well as select businesses. There is a newspaper distribution box outside of the Italian Centre, which is utilized by people both in and outside of the area who shop at the Italian Centre. As well, our website gets around 1000 hits per month, and many of our online readers are from elsewhere in the city (and beyond).

## PRINT AD PRICES

RATES ARE PER ISSUE. AD PRICES DO NOT INCLUDE 5% GST.

SIZES ARE LISTED IN W"xH" FORMAT • SIZES ARE IN INCHES



### 1/16 PAGE

5x1.875"

**\$55** B/W

**\$70** COLOUR



### 1/8 PAGE

5x3.75"

**\$85** B/W

**\$115** COLOUR



### 1/4 PAGE

5x7.5"

**\$155** B/W

**\$225** COLOUR

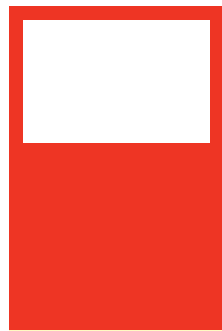


### BANNER

10.375x5"

**\$155** B/W

**\$225** COLOUR

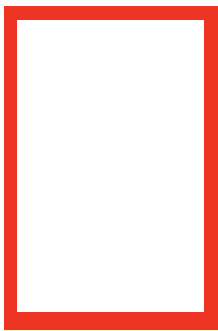


### HALF PAGE

10.375x7.375"

**\$350** B/W

**\$495** COLOUR



### FULL PAGE

10.375x14.75"

**\$575** B/W

**\$825** COLOUR

## PRINT AD SPECS

THE BMC NEWS IS A 16-PAGE NEWSPAPER PRINTED ON NEWSPRINT VIA WEB PRESS.

**SUBMIT ALL ADS VIA EMAIL TO [ADS@BMCNEWS.ORG](mailto:ADS@BMCNEWS.ORG)**

### SUBMISSION GUIDELINES

Ad files must be in PDF or JPG format • All artwork must be submitted at high quality print resolution (300DPI), and should be at least 1MB in size. • Absolutely no MS Word or MS Publisher files will be accepted. Please export to PDF or JPG from those programs.

THE BMC NEWS IS PUBLISHED TEN TIMES A YEAR. THE DECEMBER/JANUARY AND JULY/AUGUST ISSUES ARE COMBINED AND REMAIN ON STANDS FOR TWO MONTHS.

### PUBLICATION SCHEDULE + AD BOOKING DEADLINES

ISSUE ON STANDS	BOOKING DEADLINE	ARTWORK DEADLINE
DECEMBER 2014 + JANUARY 2015	NOV 15, 2015	NOV 20, 2015
FEBRUARY 2015	JAN 15, 2015	JAN 20, 2015
MARCH 2015	FEB 15, 2015	FEB 20, 2015
APRIL 2015	MARCH 15, 2015	MARCH 20, 2015
MAY 2015	APRIL 15, 2015	APRIL 20, 2015
JUNE 2015	MAY 15, 2015	MAY 20, 2015
JULY 2015 + AUGUST 2015	JUNE 15, 2015	JUNE 20, 2015
SEPTEMBER 2015	AUGUST 15, 2015	AUGUST 20, 2015
OCTOBER 2015	SEPTEMBER 15, 2015	SEPTEMBER 20, 2015
NOVEMBER 2015	OCTOBER 15, 2015	OCTOBER 20, 2015

**MCCAULEY BOUNDARIES:** West on 101 Street, East to the Stadium, North to 111 Ave. and South to the LRT Tracks.  
**BOYLE STREET BOUNDARIES:** West: 99 Street, North to the LRT tracks; East: 82 Street; South: Jasper Avenue.