

CIRCULATION OF TAXI NEWS IS 10,000 PER MONTH - 12 MONTHS A YEAR.

## ADVERTISING RATES AS OF JUNE 2019

All amounts are in Canadian Funds and do not include H.S.T. Prices are based on client supplying camera ready art. \*Price per issue.

	<b>1 TIME</b>	<b>4 TIMES*</b> price per issue	<b>8 TIMES*</b> price per issue	<b>12 TIMES*</b> price per issue
1 Page	\$1,681.38	1,516.08	1,423.25	1,366.68
1/2 Page	840.82	757.91	710.41	683.45
1/4 Page	420.41	378.95	355.81	341.72
1/8 Page	210.20	189.47	177.91	170.86
Card	105.21	94.84	89.06	85.53

### WEB ARTWORK

#### LEADER BOARD - \$25 month

- 728 x 90 GIF format & Rich Media
- Placement: Top of page

#### BIG BOX - \$25 month

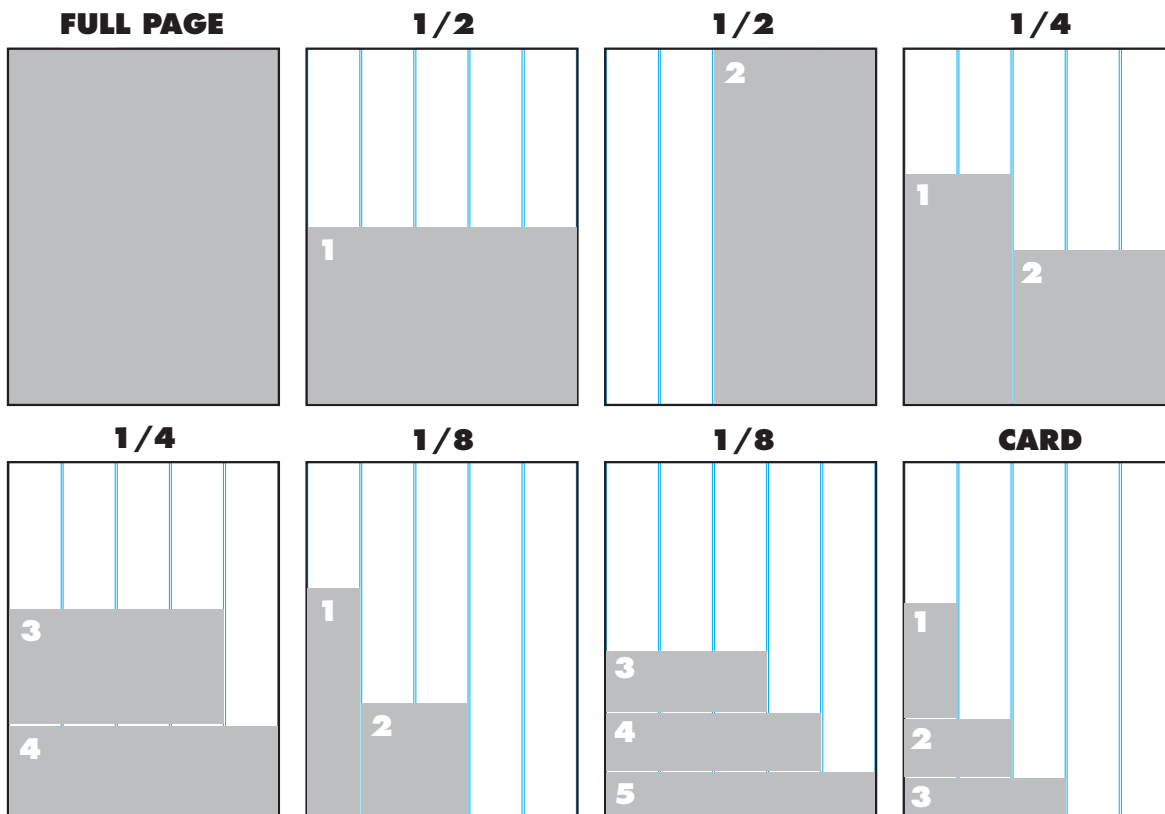
- 300 x 250 GIF format & Rich Media
- Placement: On left of page

- File Size Limits: GIF format - 40K
- Rich Media formats - 80K

**Spot colour in \$150 per colour plus H.S.T.**

**Full colour is \$650 plus H.S.T.**

**Classified ads are \$20 + H.S.T.** (Average number of characters is 60)



### MECHANICAL (SIZES ARE IN INCHES)

#### FULL PAGE

10 1/4 WIDE X 13 1/2 TALL

#### 1/2 PAGE SIZES

**1** - 10 1/4 WIDE X 6 3/4 TALL

**2** - 6 1/8 WIDE X 13 1/2 TALL

#### 1/4 PAGE SIZES

**1** - 4 WIDE X 8 3/4 TALL

**2** - 6 1/8 WIDE X 5 7/8 TALL

**3** - 8 3/16 WIDE X 4 3/8 TALL

**4** - 10 1/4 WIDE X 3 1/2 TALL

#### 1/8 PAGE SIZES

**1** - 2 WIDE X 8 3/4 TALL

**2** - 4 WIDE X 4 3/8 TALL

**3** - 6 1/8 WIDE X 2 5/16 TALL

**4** - 8 3/16 WIDE X 2 3/16 TALL

**5** - 10 1/4 WIDE X 1 3/4 TALL

#### CARD SIZES

**1** - 2" WIDE X 4 3/8 TALL

**2** - 4 WIDE X 2 3/16

**3** - 6 1/8 WIDE X 1 1/2 TALL