

The Great
**Toronto
 Getaway**



The Great Toronto Getaway now reaches many primary tourism markets!

The Great
**Toronto
 Getaway**

A Division of Toronto Community News, 100 Tempo Ave., Toronto, ON, M2H 2N8

Ad Size/Rates	1x Rates	2-5x Rates	6-12x Rates
1/8 Page	\$540.00	\$515.00	\$495.00
1/4 Page	\$1,080.00	\$1,025.00	\$975.00
1/2 Page	\$2,100.00	\$1,985.00	\$1,925.00
Full Page	\$2,995.00	\$2,950.00	\$2,800.00
Front Page Basebar	\$1,200		
Entertainment Page Basebar	\$1,000		
Back Page	\$3,500.00		

Spot Colour add \$150. Process Colour add \$350. All rates plus GST.

Rates are effective November 1, 2007

For details, please call an
Advertising Representative
416-493-4400





PUBLISHING SCHEDULE 2008*

Market	Booking/Creative deadline	Delivery date	Distribution
Toronto - Buffalo	28-Dec	9-Jan	36,000
<i>Ontario - Ottawa (EY & BC)</i>	4-Jan	18-Jan	60,000
Toronto - Rochester	11-Jan	30-Jan	36,000
Toronto - Buffalo	15-Feb	27-Feb	36,000
zone - Ottawa	15-Feb	27-Feb	36,000
<i>Ontario - Spring</i>	22-Feb	5-Mar	50,000
Toronto - Rochester	21-Mar	2-Apr	36,000
zone - Ottawa/ Sudbury	21-Mar	2-Apr	54,000
Toronto - Buffalo	18-Apr	30-Apr	36,000
zone - Ottawa/ North Bay	18-Apr	30-Apr	54,000
Toronto - Rochester	16-May	28-May	36,000
zone - Ottawa/ Sudbury	16-May	28-May	54,000
<i>Ontario - Summer</i>	23-May	4-Jun	50,000
Toronto - Buffalo	13-Jun	25-Jun	36,000
zone - Ottawa/ North Bay	13-Jun	25-Jun	54,000
Toronto - Rochester	18-Jul	30-Jul	36,000
zone - Ottawa/ Sudbury	18-Jul	30-Jul	54,000
<i>Ontario - Fall</i>	8-Aug	20-Aug	50,000
Toronto - Buffalo	22-Aug	3-Sep	36,000
Toronto - Rochester	19-Sep	1-Oct	36,000
zone - Ottawa/ North Bay	19-Sep	1-Oct	54,000
Toronto - Buffalo	17-Oct	29-Oct	36,000
zone - Ottawa/ Sudbury	17-Oct	29-Oct	54,000
<i>Ontario - Winter</i>	14-Nov	26-Nov	50,000
Toronto - Rochester	21-Nov	3-Dec	36,000

* Subject to change

Questions? Please call

Laura Nagasaka or Ronit White

416-493-4400



FULL PAGE
1764 Lines

9 columns x 196 lines
(10^{3/8"} x 14")

BASEBAR
225 Lines
9 columns x 25 lines (10^{3/8"} x 1^{7/8"})

HALF PAGE
880 Lines

5 Columns by 176 lines
(5^{11/16"} x 12^{1/2"})

HALF PAGE
880 Lines

9 columns x 98 lines
(10^{3/8"} x 7")

QUARTER PG A
440 Lines
5 Columns by 88 lines
(5^{11/16"} x 6^{1/8"})

QUARTER PG B
440 Lines
4 Columns by 110 lines
(4^{9/16"} x 7^{13/16"})

QUARTER PG C
440 Lines
3 Columns by 147 lines
(3^{3/8"} x 10^{1/2"})

SMALLER
165 Lines
3 Columns by 55 lines
(3^{3/8"} x 2^{1/2"})

EIGHT PG A
222 Lines
3 Columns by 74 lines
(3^{3/8"} x 5")

EIGHT PG B
220 Lines
4 Columns by 55 lines
(4^{9/16"} x 3^{13/16"})

- 1 column: 1^{1/6"}
- 2 columns: 2^{1/4"}
- 3 columns: 3^{3/8"}
- 4 columns: 4^{9/16"}
- 5 columns: 5^{11/16"}
- 6 columns: 6^{7/8"}
- 7 columns: 8^{1/16"}
- 8 columns: 9^{3/16"}
- 9 columns: 10^{3/8"}

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