

Advertising Rates & Specs

Careers & Help Wanted

Publishing Frequency: Twice weekly
Issue Dates: Wednesday & Friday
Advertising Deadlines:
Wednesday Publication: Friday 4 p.m.
Friday Publication: Tuesday 4 p.m.

Rates

1x rate: \$1.60 per line (or contract rate)
Non-Profit/Charitable rate: **\$1.40** per line
Multiple insertions - 20% Discount on repeats
Minimum size: 2 x 24

Colour Rates

Minimum size advertisement 1/6 page
Black plus 1 colour . . . \$300
Black plus 2 colours . . \$425
Black plus 3 colours . . \$600

Cost Comparison

Northern Life vs Sudbury Star

Cost per thousand calculated at transient rates, based on a tabloid page

9 x 196 = 1764 agate lines	COST PER LINE @ \$1.60	= \$2,822.40
AVERAGE TOTAL CIRCULATION	45,110 (Wed. & Fri.)	CCAB March, 2006
	COST PER THOUSAND	\$62.57
9 x 196 = 1764 agate lines	COST PER LINE @ \$2.11	= \$3,722.04
AVERAGE TOTAL CIRCULATION	17,530 (Mon. - Sat.)	CCAB March, 2006
	COST PER THOUSAND	\$212.33

Northern Life's cost per thousand is **less than one third** that of the Sudbury Star.

Added Value

With each insertion, your ad will be posted online for three days at:

www.northernlife.ca/careers

Mechanical Requirements

Nine Column Tabloid Page (9 x 196 = 1764 lines)

Column Width	Picas	Inches
1	6	1"
2	13	2 3/16"
3	20	3 3/8"
4	27	4 1/2"
5	34	5 11/16"
6	41	6 13/16"
7	48	8"
8	55	9 3/16"
9	62	10 3/8"

196 agate lines (14 inches). Repro proofs required.
Half tone screen - 180 line. Negatives - R.R.E.D. -
Right Reading Emulsion Down.

Effective Recruitment

Helping employers hire the right people

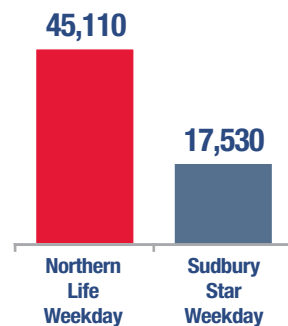
Connecting Employers

Advertising in *Northern Life's* "Careers & Help Wanted" Section is the most effective place to position your career advertisements to reach individuals across Greater Sudbury. *Northern Life* reaches more people at every age, skill and education level than any other newspaper in Sudbury. We also reach the highest number of bilingual people across the region.

"Northern Life reaches individuals at a variety of skill and education levels, bringing solid skills and experience to the table."

"By placing my help wanted ad in Northern Life, I know I will find the ideal candidate."

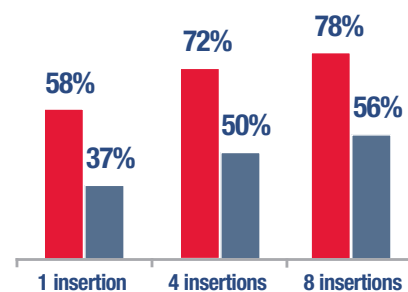
Reach



Northern Life, on average, reaches **well over double** the Sudbury Star's circulation, which amounts to 27,580 homes.

Source: CCAB Audits March 2006

Readership

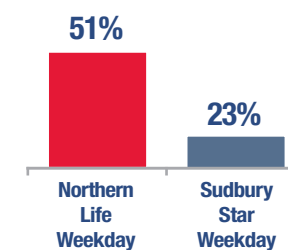


A single insertion in the weekday Northern Life reaches **55% more** (25,100) of the Sudbury population compared to the Sudbury Star.

Source: ComBase 2005

Age

There are 42,353 adults 18-40 in the Sudbury CMA



The Northern Life weekday edition has **more than double (11,900)** the readership of adults 18-40, versus the Sudbury Star.

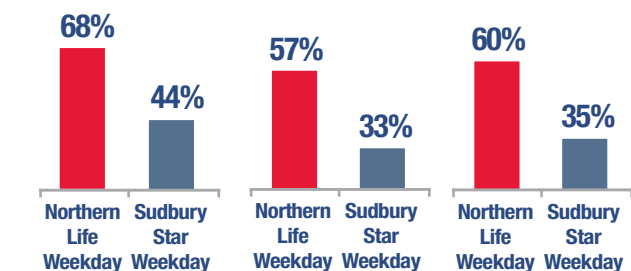
Source: ComBase 2005

Income

HHI \$30-50K

HHI \$50-70K

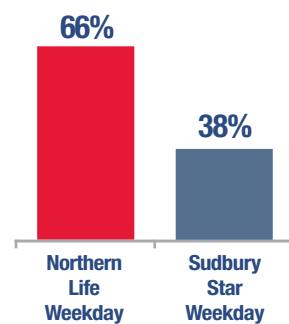
HHI \$75K+



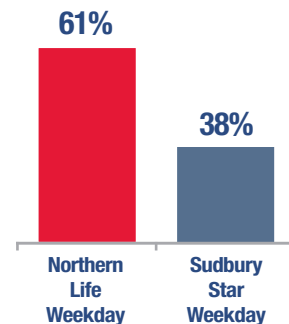
The weekly Northern Life has over **73% more** adult readers 18+ with household incomes of over \$50-75K, versus the Sudbury Star.

Source: ComBase 2005

Education

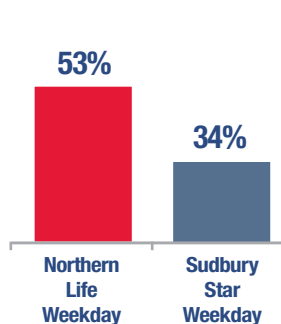


The weekday Northern Life reaches **74% more** (6,900) University educated adults, aged 18+.



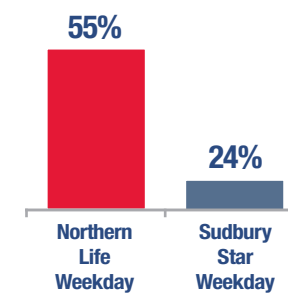
The weekday Northern Life reaches **61% more** (10,000) Technical/Community College educated adults, aged 18+.

Source: ComBase 2005



The weekday Northern Life reaches **56% more** (9,700) the number of high school or lower educated adults, aged 18+.

Bilingualism



The weekday Northern Life reaches **over double** (12,700) the number of bilingual adults, aged 18+.

Source: ComBase 2005

