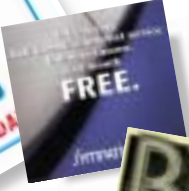


Specialty



STREET BOX CARDS

POST-IT-NOTE

TV MAGAZINE
INSERTS/OUTSERTS



POLY BAG

BELLY-BAND

POSTER PRINTS
3' X 5'



ADVERTORIAL PAGE

MASS IMPACT

FLYER DISTRIBUTION

2005
RATECARD

TORONTO
SUN

Local News • Sports • Entertainment

2005 RATECARD

RATES EFFECTIVE
JANUARY 2, 2005

*RATES ARE NET
AND DO NOT INCLUDE
APPLICABLE G.S.T.

NET LOCAL RETAIL RATES

		PRICE	UNIT
Post-it-Note (Home Delivery only)	Distribution charge only	\$166.00	per m
Poster Prints	Enlarge full page ad..... (Maximum size 36" x 48") Discounts on quantities of 6 or more.	\$120.00	each
Street Box Cards	Includes printing and distribution..... Extension of ROP of flyer campaign. Approx. 3000 boxes (Minimum quantity 500 subject to availability) and Publisher's approval	\$19.50	each
Poly Bags	Distribution of bag*	\$199.00	per m
Poly Bags	Distribution of bag with sealed sample*	\$199.00	per m
Poly Bags (Home Delivery only)	Distribution of bag with loose sample*	\$199.00	per m
	*(Bag supplied by customer)		
Belly-Band (Home Delivery only)	Distribution charge..... (Belly-Band supplied by customer)	\$199.00	per m
Mass Impact	4 page tabloid - Available upon request 8 page tabloid - ELR less 25% on space (Colour @ 50% of Ratecard) may be subject to PST 4 page broadsheet - ELR less 25% on space (Colour @ 50% of Ratecard) may be subject to PST		

ADVERTORIALS

		WEEKDAY	SUNDAY
Advertorial Page	Full page black & white.....	\$6,374.00	\$10,769.00
Advertorial Page	Full page with spot color	\$7,303.00	\$10,466.00
Advertorial Page	Full page with process color	\$8,820.00	\$12,084.00

In order to insure the best editorial quality, an advanced booking to publication date is required.

FLYER DISTRIBUTION

Flyer Distribution	Up to 28 pages	Monday-Saturday	\$72.00	per m
Flyer Distribution	Up to 28 pages	Sunday.....	\$68.00	per m
Flyer Distribution	Over 28 pages.....	Monday-Saturday	rate on request	
Flyer Distribution	Charity Rate.....	Monday-Saturday	\$59.00	per m
Flyer Distribution	Charity Rate.....	Sunday.....	\$53.00	per m

FREQUENCY DISCOUNTS

Flyer Distribution	6-12 drops per year	Less 5% per drop
Flyer Distribution	13-26 drops per year	Less 10% per drop
Flyer Distribution	27 plus drops per year.....	Less 15% per drop

TV MAGAZINE

Single Card	\$51.00	per m
Double Card	\$53.00	per m

8 weeks advanced booking required. Does not include printing costs.

INSERTS/OUTSERTS

CREATIVE SERVICES PRODUCTION RATES

The Toronto Sun provides ad production, layout and design free of charge for Sun advertisers for use in the SUN only. Any ads, mass impacts, etc., that require excessive proofs (more than 2) will be charged at \$30 per hour.
ORIGINAL ART: Any illustration, drawing or logo art created by our artists for use in the ads is considered original art and will be charged at \$40 per hour. Clip art services are free.

Creative Design.....	\$99/Hr
Photography.....	\$55/hr

SCANNING

Colour scans 6"x6"	\$28.00 per scan
Black and white scans 6"x6"	\$10.00 per scan
Colour correction (1 hour min.)	\$66.00/hr

Call Creative Services for more information or a free estimate at 416-947-3133.

The Toronto Sun
333 King Street East,
Toronto, Ontario
M5A 3X5

Phone: 416-947-2333
Fax: 416-947-3139
e-mail: retail@tor.sunpub.com

PRE-PRINTED INSERT ADVERTISING

SHIPPING INSTRUCTIONS BILL OF LADING MUST SHOW

- 1) Contact Name & Department
- 2) Total Quantity
- 3) Total Skids
- 4) Description of Insert
- 5) Date of Insertion

6. SHIP TO:

The Toronto Sun
230 Front Street East
(Berkeley & Front St. loading docks),
Toronto, Ontario M5A 4T9.

Scheduled Sunday inserts should arrive no later than the Wednesday prior by noon. All other weekday inserts should arrive at least 2 days prior to their scheduled insertion date (by 4 p.m.).

SECTIONS AND TABLOIDS

- A) Brick stacked of interlocking layers in terms of:
- 1) up to 12 pages, 200 copies per turn.
 - 2) up to 20 pages, 100 copies per turn.
 - 3) up to 50 pages, 50 copies per turn (2 turns maximum).
 - 4) over 50 pages, 25 per bundle (no turns). Also when strapping/tying bundles do not cross tie bundles over 50 pages (single tie only).
 - 5) Place cardboard in between each row.
- B) Must be stacked on wooden skids of 40" x 48" with a 4" clearance.
- C) 2000 lbs. maximum weight per skid and not over 5 feet in height.
- D) Banding – the corners and sides of skids must be protected from damage due to banding. Framed or solid tops which are slightly wider and longer than the stacked material are preferred because this prevents the strapping from cutting edges of the top layer of product and reduces the waste factor. Skids are to be banded 4 ways.

CARDS

- A) Stacked flat (horizontally) in boxes of fitting size.
- B) Cuts of 50 to 100 ties together with rubber bands (if necessary).
- C) All boxes to be labeled with information as to:
- 1) AMOUNT per box/total amount/total boxes.
 - 2) DESCRIPTION of insert.
 - 3) DATE of insertion.

- D) Boxes must be skidded (palletized) and banded on wooden skids of 40" x 48" with 4" clearance.

INSERT SPECIFICATIONS RESERVATIONS

7 days prior to publication.

SPOILAGE

Allow 1.5% to 10%.

SPOILAGE OVERRUNS

50,000 copies or less.....5%
100,000 copies or less.....4%
200,000 copies or less3%
300,000 copies or less2%
Over 300,000 copies2%

SPOILAGE EXCEPTIONS

- 1) Inserts 4 pages or less and of stock less than .004, 10% overrun.
- 2) Cut edge less than 5 1/4," 10% overrun.
- 3) Folded edge less than 8" and cut edge greater than 5 1/4," 5% overrun.
- 4) Single sheet newsprint not recommended.

Single sheet inserts stock .007 or better. Inserts measuring no less than 8" x 5 1/4" and no greater than 13 1/4" x 11" are acceptable. Single sheet may be folded to meet thickness requirement, but must still suit length and height restrictions. Rates available upon request for any free standing insert over 16 pages.

NEWSPRINT SECTIONS

- 1) Of standard newsprint (stock .004 or better) and a minimum of 4 pages tabloid.
- 2) Tabloid, maximum regular section folded edge 13 1/4", cut edge 11".
- 3) Tabloid, minimum size, folded edge 8", cut edge 5 1/4".

BOOK

(Similar to tabloid but stapled)

- 1) Minimum 6 pages.
- 2) Maximum thickness 3/16".
- 3) Minimum size, folded edge 8", cut edge 5 1/4".
- 4) Maximum size, folded edge 13 1/4", cut edge 11".

CARDS

(Free standing, single sheet, single sheet w/flap, or 4 pages).

- 1) Maximum 13 1/4" x 11".
- 2) Minimum 8" x 5 1/4".
- 3) Stock .007 or better (similar to Canadian postal regulation). Insert can be folded to meet this thickness requirement as long as the size conditions are still followed.

ENVELOPES

- 1) Minimum size, 8" x 5 1/4".
The tongue of the envelope is considered the folded 8" edge.
- 2) Maximum size, 13 1/4" x 11".

SPECIAL INSERTS

(Perforated Cards, Coupon Packets, Samples, etc.) For Special Inserts, contact your sales representative.

FOLD REQUIREMENTS

COMPATIBLE

Half-fold/Tabloid fold, Quarter-fold and Letter fold/Tri-fold. (Quarter-fold with multiple sections must have the same cut-off)

INCOMPATIBLE

Gate Fold and Z-fold

To inquire about a fold not listed, please contact your sales representative.

MASS IMPACTS

4 PAGE TABLOID

includes process colour throughout.

8 PAGE TABLOID

includes process colour throughout.

4 PAGE BROADSHEET

includes process colour throughout.

*All Mass Impacts must have the dateline on each page. For tax purposes they must be folioed as part of our newspaper.

*Full distribution only.

Print quote available upon request.

TV MAGAZINE

INSERT SPECIFICATIONS

(Min) Folded size 4" wide x 6" deep (add head trim + lap).

(Max) Trim 7 7/8" x 10 13/16"

TV OUTSERTS/WRAPPS

Folded size 4" wide x 6" deep (add head trim + lap).

SHIPPING INSTRUCTIONS

Inserts must arrive 1-up prefolded.

Deliver 10 Days prior to issue date (Thursday).

Ask your Sales Rep for shipping address.

ADVERTORIALS

Make your products, services or company stand out from the crowd with a Toronto Sun Advertorial Feature. Designed by our creative team and written by the advertorial department, under your direction, a Sun advertorial feature is the medium for your advertising message. Add strength to an existing advertising campaign, or tailor a new product launch, promotion or celebration for maximum impact and cost-efficiency.

Pricing includes, a writer, creative design/layout and photography. One Advertorial per client per year. The Toronto Sun reserves final editorial approval.

In order to insure the best quality a 10 day advanced booking to publication date is required.

GLOSSY POSTERS

Enlarge your full page advertisement to Poster Size.

Glossy Stock
Size 36" x 46"
\$120 per poster
(24 hours notice required)

POLY BAGS

RATES

Based on full Home Delivery

Distribution

(10% surcharge on partial runs)
23" x 9"

Print quote available upon request.

BOX CARDS

Get your important message in the public's eye... massive exposure every day!

Price includes printing, process colour. Minimum 2 weeks frequency – must be purchased in conjunction with a flyer or R.O.P. campaign.

Distribution

3,000-9,000 Toronto Sun Boxes
Ask us how you may target with partial runs.

POST-IT-NOTES

Your message printed on a handy post-it note will be adhered to the front of all home delivered Sunday Sun newspapers. Ideal for coupons or money saving vouchers or as a great way to keep your company name and number in front of our readers.

3" X 4" PADS

4" X 6" PADS

Print quote available upon request.

BELLY BANDS

2 sizes:

26"x 3" and 26" x 5" (before folded).

13"x 3" and 13" x 5" (after folded).

Home Delivery only

Print quote available upon request.

REPLATES

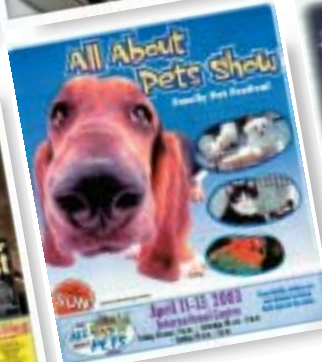
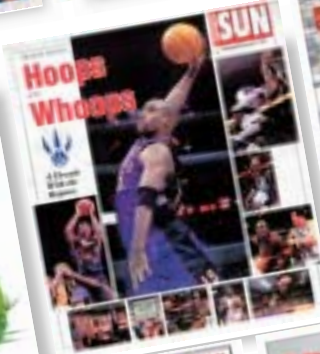
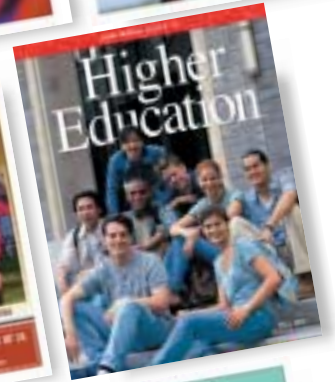
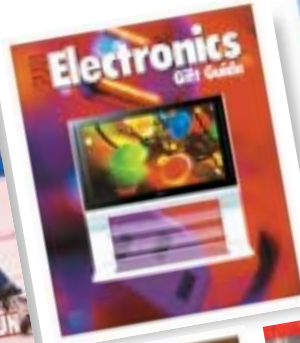
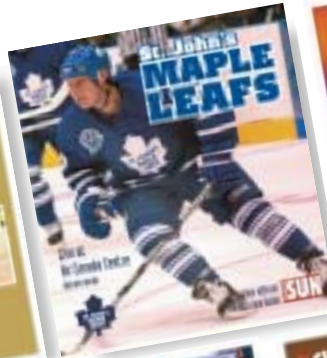
Adds unique value to your company. Increase traffic to your location. Ask your sales representative for more information.

MAXIMIZE YOUR IMPACT WITH SUN SPECIAL SECTIONS

SWIMSUIT EDITIONS

AUTOMOTIVE EDITIONS

HOW-TO-GUIDES



GOLF MAGAZINE

EDUCATION MAGAZINE

TORONTO RAPTORS

JOINT VENTURES