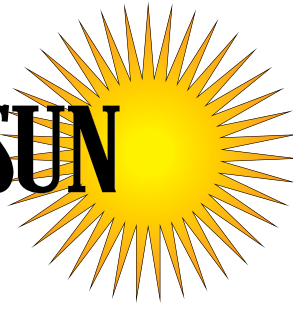
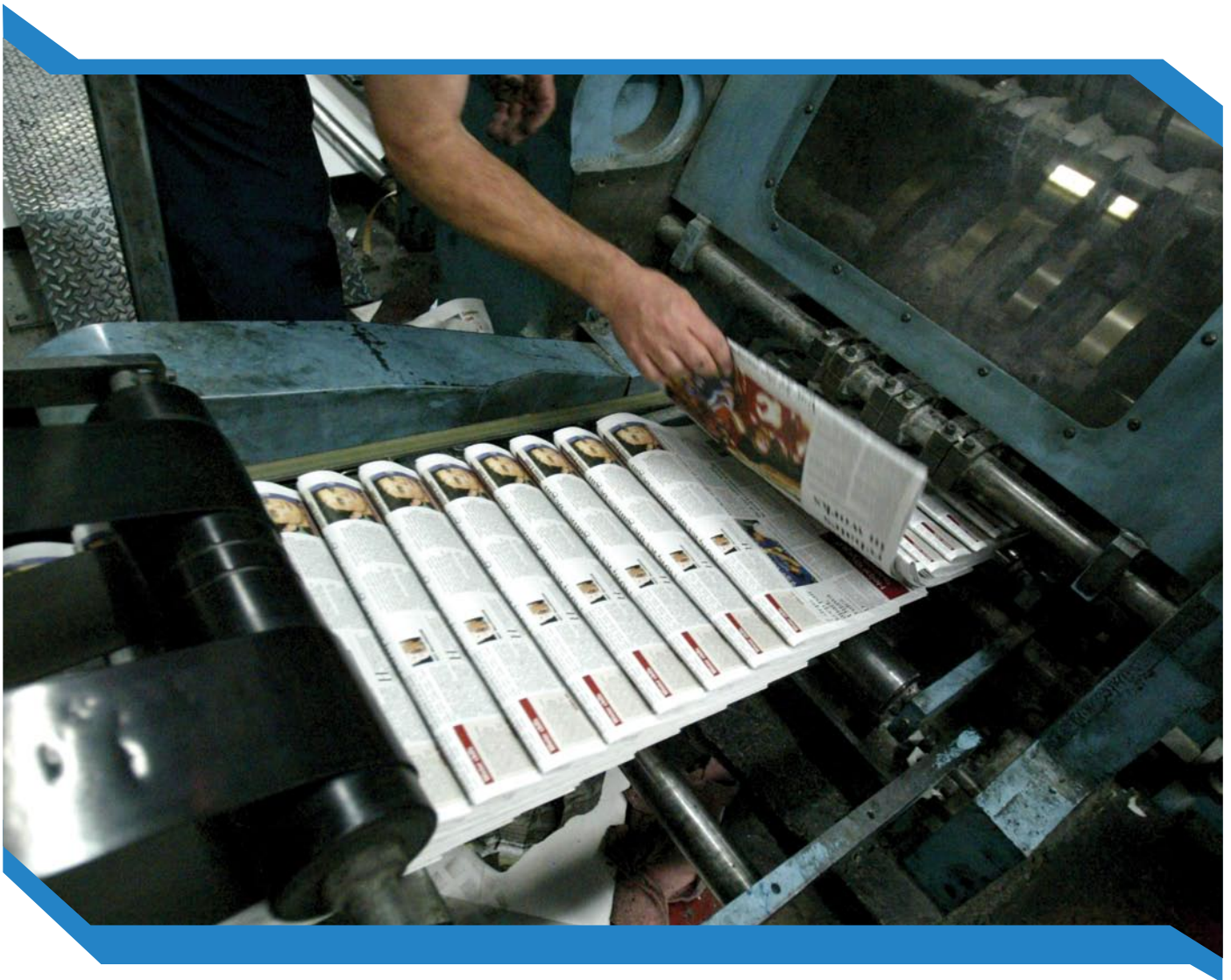


BRANDON SUN



RATES & SPECIFICATIONS

EFFECTIVE JANUARY 1, 2010



LOCAL RATES

BRANDON SUN ADVERTISING RATES

EFFECTIVE JANUARY 2010

Retail/National/Classified Display Advertising Rates

Contract Volume	Sunday-Friday	Saturday
Casual/Transient	2.26	2.72
\$2,000	1.95	2.34
\$5,000	1.69	2.03
\$10,000	1.54	1.85
\$15,000	1.49	1.79
\$25,000	1.46	1.76
\$35,000	1.42	1.71
\$55,000	1.37	1.65
\$75,000	1.36	1.64
\$85,000	1.34	1.61
\$100,000	1.32	1.59
\$150,000	1.31	1.58

Colour Charges

	Sunday-Friday	Saturday
150 > 449 lines	132.00	145.00
450 > 899 lines	226.00	250.00
900 > 1500 lines	326.00	358.00
1501 > 1800 lines	450.00	468.00

****All rates net****

Classified Career National Rates

	Sunday-Friday	Saturday
Word Ads	2.04	2.45
Display Ads	2.28	2.74

Business Builders

	12 month	6 month	3 month
7x week	0.97	1.15	1.31
6x week	0.99	1.17	1.34
5x week	1.00	1.18	1.37
4x week	1.02	1.22	1.40
3x week	1.06	1.23	1.41
2x week	1.11	1.26	1.46
1x week	1.12	1.29	1.47

Not for Profit Advertising

	Per Line
Sunday – Friday	1.37
Saturday	1.65

Earlugs

16 lines x 1 col: \$126.75 per insertion

Section Front Banners

40 lines x 6 col: Billed at 1.75 x applicable contract rate (includes full color)

COMMUNITY NEWS EDITION ADVERTISING RATES
EFFECTIVE JANUARY 2010

**Retail/National/Classified
Display Advertising Rates**

CASUAL RATE

Display (Retail & Classified)
Thursday \$1.50 per line

Classified Word Ads
For up to 20 words \$10.10
For each additional word . . \$0.27

**Word ads picked up
from the Brandon Sun**
..... \$2.75

**Pick-up ads from
Brandon Sun**
..... \$0.84 per line
No copy changes allowed.
Ratio: One Brandon Sun ad to two consecutive
Community News Edition ads.

**Pick-up ads from
Community News Edition**
..... \$1.12 per line
Rates apply to repeat ad, no copy changes
allowed, in next consecutive Community
News Edition.

Colour Charges

	Thursday CN
150 > 449 lines	145.00
450 > 899 lines	250.00
900 > 1500 lines	358.00
1501 > 1800 lines	468.00

Business Builders

Frequency contracts are available for small space advertising to keep your company's name top of mind for your customer. This contract provides a substantially discounted rate for a frequency program. **Copy changes are allowed once per month.**

	12 month	6 month	3 month
1x week	1.12	1.29	1.40

**COMMUNITY NEWS EDITION
BOOKING DEADLINES**

NEW AD THURSDAY
3:00 p.m. Thursday prior to publication

PICK-UP ADS THURSDAY
Noon Friday prior to publication

FLYER DISTRIBUTION RATES EFFECTIVE JANUARY 2010

Monday, Tuesday, Wednesday, Friday, Sunday

Volume	1-50 grams	51-100 grams
Casual	60	65
100,000	58	63
250,000	55	60
500,000	52	57
750,000	49	54
1,000,000	46	51
1,500,000	42	47
2,000,000	40	45

Thursday, Saturday

Volume	1-50 grams	51-100 grams
Casual	62	67
100,000	60	65
250,000	57	62
500,000	54	59
750,000	51	56
1,000,000	48	53
1,500,000	44	49
2,000,000	42	47

The above pricing is based on net cost per thousand. Please inquire for rates for flyers weighing more the 100 grams.

COMMUNITY NEWS EDITION EXTENDED MARKET COVERAGE

Available Thursday.

Net cost per thousand - Same as above

Farm Mail service available Thursday only.

Extended coverage - farm mail

Up to 50 grams \$81.00/M

Flyers exceeding 50 grams will be surcharged

\$1.20 per additional gram per thousand

FLYER DELIVERY ZONES

	Subscribers	Non-Subscribers	Total	Dealer
Zone 1	705	851	1,556	
Zone 2	1,737	3,993	5,730	
Zone 3	2,306	2,661	4,967	
Zone 4	903	1,994	2,924	
Zone 5	1,095	2,738	3,833	
City Total	6,773	12,237	19,010	1,632
Country Total	3,517	2,443	5,960	1,775
Farm Mail		9,789	9,789	
Distribution Total	10,290	24,459	34,749	38,156

WITH DEALERS/
FARM MAIL

City: 20,132

Rural: 17,524

Retail: 38,156

NEWSPAPER **BROADSHEET** and **TABLOID** COLUMN SIZES

The following is a chart outlining the new broadsheet and tabloid column sizes for production in the Brandon Sun newspaper.

Columns	Width (picas)	Width (inches)
1	9p4.5	1.562 in
2	19p6	3.25 in
3	29p7.5	4.937 in
4	39p9	6.625 in
5	49p10.5	8.312 in
6	60p	10 in

CONVERSION CHART

Conversion	Calculation
inches to mm	inches X 25.4
mm to inches	mm / 25.4
inches to picas	inches X 6
picas to inches	picas / 6 or picas X 0.16
mm to picas	mm x 0.236
picas to mm	picas x 4.23
agates to inches	agates / 14
inches to agates	inches X 14

FILE REQUIREMENTS

Mechanical Specifications

Broadsheet:	6 columns	(1 col. = 9p4.5)
Broadsheet Classified:	6 columns	(1 col. = 9p4.5)
Page Depth	300 lines	(21.43")
Printed Size	10" x 21.43"	
Tabloid:	6 columns	(1 col. = 9p4.5)
Page Depth	136 lines	(9.72")
Printed Size	10" x 9.72"	

Advertising/Contract Terms

The publisher reserves the right to increase the rate stipulated herein at any time on thirty (30) days notice in writing. The advertiser reserves the right to cancel this contract, without short rate penalty charge at any date upon which higher rates are made effective by the publishers.

Terms of Payment

Overdue accounts are subject to a service charge of 1.5% per month (18% per annum) compounded monthly on that portion of accounts past-due.

Address

501 Rosser Avenue
Brandon, Manitoba R7A 0K4
Tel: (204) 727-2451
Fax: (204) 725-0976

FTP Address

Address: ftp.brandonsun.com
User Name: anonymous
password: <enter your email address here>

Email

ads@brandonsun.com
class@brandonsun.com

Be sure to include all necessary fonts and graphics and advise us by fax (204) 725-0976 including a hard copy of the advertising material in question, and the name of the file you posted or email as well as the method that you used.

General Information

Composite (Full Colour or Grayscale) PDF, Adobe Photoshop EPS or TIFF, QuarkXPress 6.1, Adobe InDesign CS2.

We need screen and printer fonts supplied, including fonts used in eps files created in QuarkXPress or InDesign unless those fonts are converted to curves. Please include all logos in either Adobe Photoshop eps or vector eps format.

We require all the graphic elements that went into creating the ad.



Contacts

For all inquiries, please contact your Sales Representative. If you do not have a sales representative, please use the numbers listed under Advertising Inquiries

Advertising Inquiries

Retail Advertising (National/Local) - 204.571.7373
Classified Advertising (Local) - 204.571.7400

Sales Representatives

Don Moroz - 204.571.7423 - dmoroz@brandonsun.com
Dale Elder - 204.571.7417 - delder@brandonsun.com
Lisa Merckx-Deutscher - 204.571.7420 - lmerckx@brandonsun.com
Karen Low - 204.571.7419 - klow@brandonsun.com
Deb Long - 204.571.7418 - dlong@brandonsun.com
Rob McEwen - 204.571.7447 - rmcewen@brandonsun.com
Gord Gilbertson - 204.571.7416 - ggilbertson@brandonsun.com

Insert Co-ordinator

Ernie Cameron - 204.571.7385 - ecameron@brandonsun.com

National Clerk

Karla Smith - 204.571.7373 - ksmith@brandonsun.com

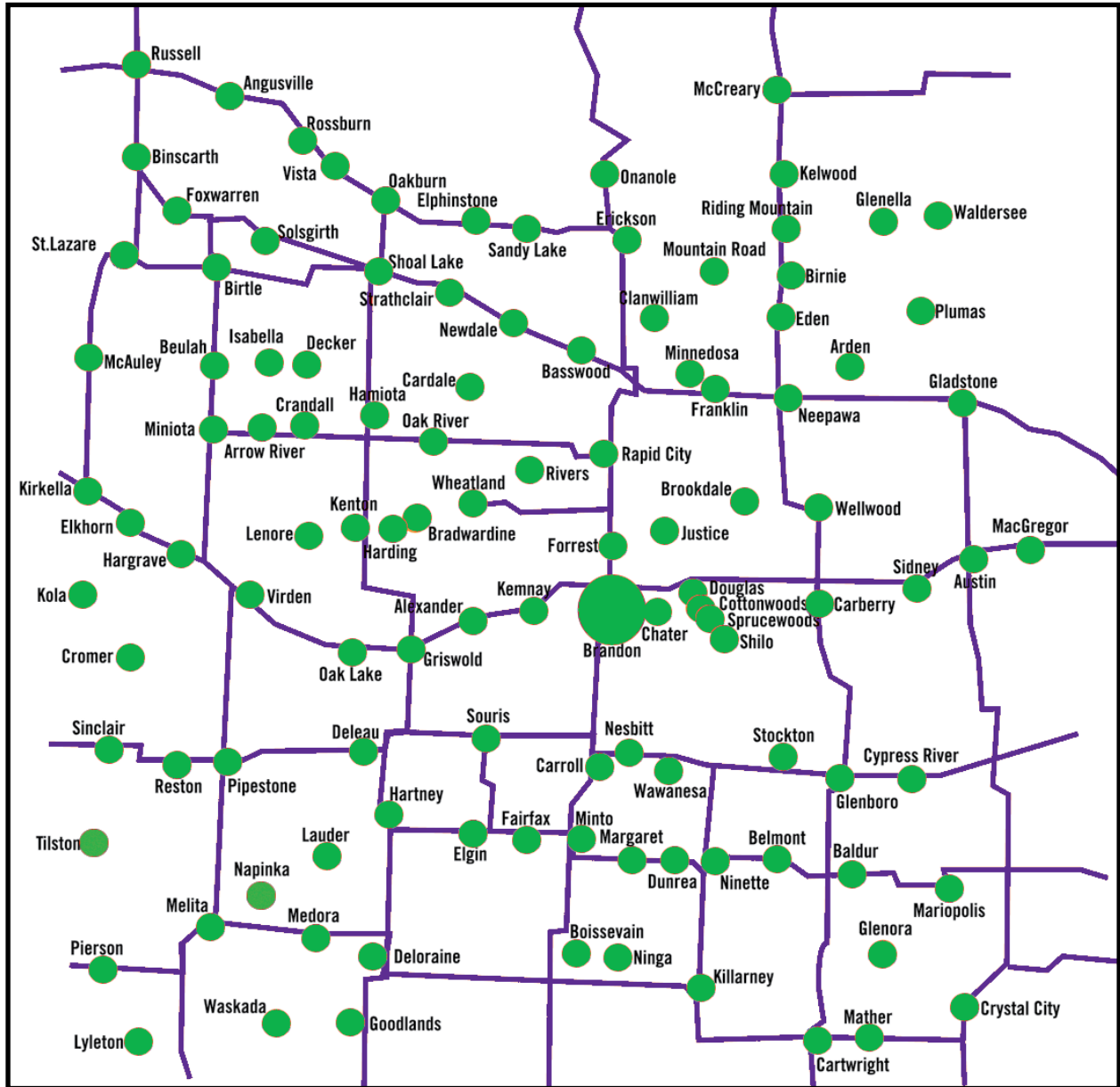
Sales and Marketing Director

Glen Parker - 204.571.7424 - gparker@brandonsun.com

Publisher

Ewan Pow - 204.571.7401 - epow@brandonsun.com

BRANDON SUN & COMMUNITY NEWS EDITION



Reach Over **40,000** Homes, Farms & Businesses