

Reach Quebec City's English Community with the...
North America's Oldest Newspaper - Since 1764™

Chronicle-Telegraph

WEDNESDAY, May 12, 2010, 246th year, No. 19

Pub. Mail Reg. #8861 - Post Publication 40026512 - EDITION VALID UNTIL MAY 19, 2010 -

Québec

www.qctonline.com Québec City \$1.32 plus GST and QST
Outside Québec City \$2.00 plus GST and QST



Our old offices 1924 - 27 Buade Street, Québec City

Media Kit with Online Community
Reach 6,500* print and 8,700* online
Welcome to the Québec Chronicle-Telegraph!

(*print is weekly and online is monthly)

List of Newsstands can be seen at
www.qctonline.com/newsstand

We're proud to provide you with our 2016 media kit to help you with your advertisement planning. The Québec Chronicle-Telegraph (QCT) is a weekly English-language newspaper published for people in the Québec City region. It is a vital source of information for the English-speaking community and an excellent way to reach them with your message. We serve a distinct market in the provincial capital.

Although a majority of our readership lives in the Québec City region, our distribution extends from Shannon, near the Canadian Forces Base Valcartier, to Thetford Mines. Our distribution currently stands at 2100 paid circulation. Many of our annual special editions see triple our normal distribution and readership. Certain special editions are distributed to students of English-language schools in the greater Québec City region. Copies of the Chronicle-Telegraph are also sold at select newsstands in Québec City.

With a history that dates back to 1764, the QCT is the oldest existing newspaper in North America. As the only English-language newspaper, daily or weekly, published in the Québec City region, our news, features and other information deal specifically with subjects relevant to the English-speaking community (approximately 13,000 strong). The QCT often includes content featuring other cultural communities too. Anyone wishing to be heard by our community will find that the Chronicle-Telegraph is an effective communication tool. It can also complement to advertising in the local French media.

The Québec Chronicle-Telegraph welcomes advertisers from the international through to the local level with messages about your business, programs, employment opportunities and services for our community — for the newspaper or our website. We'd love you to add the QCT to your roster of publications for upcoming publicity items and join the many nationally and locally-based companies that already do!

Quotes for a specific ad campaign are available upon request.

*pageviews per month from December 21, 2015 to January 21, 2016

North America's Oldest Newspaper, since 1764

1040 Belvedere, suite 218, Québec City, (Québec) G1S 3G3
Fax: (418) 650-5172 e-mail: advertising@qctonline.com

Tel: (418) 953-6003
www.qctonline.com

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Monday at Noon! Publication: weekly on Wednesday
Lundi – À MIDI! Publication : mercredi de chaque semaine.

Ad Rates 2016

**Full Page /
Pleine page**
10.38" x 16"
\$1680

**Half Page /
Demi page**
10.38" x 8"
\$840.00

**Quarter Page /
Quart de page**
5.1" x 6.75"
\$355.00

**One-Sixth Page /
Sixième de page**
3.34" x 6.75"
or 5.1" x 4.57"
\$239.35

**One-Eighth Page /
Huitième de page**
3.34" x 5.12"
or 5.1" x 3.43"
\$180.85

**Business card /
Format carte
d'affaire**
3.34" x 2.23"
\$56.00

Special Front Page
Colour Banner /
Spécial bannière couleur
en première page
10.38" x 1.57"
\$195*

Process Color add \$200 full page, \$150 for half page and \$100 for ads under half page.

*Rates are local retail rates, and represent rates for local firms only.

*This option is available to clients that place a full-year ad campaign with a minimum of 5 insertion dates. Banner position guaranteed bottom, page 1, in full process colour. The ad space is 6 columns x 22 agates. Regular ad rate for each banner insertion is \$195 + tax, the banner ad is being offered for a limited period for only \$195+ tax. Clients selecting this ad option must commit to at least 5 insertions. To confirm available publication dates, contact our Sales Representative.

* Ce prix avantageux est offert aux clients qui achètent une campagne publicitaire d'un an, incluant un total de 5 dates d'insertion durant l'année. Cela vous assurera une bannière au bas de la première page du journal et ce, en quadrichromie. L'espace publicitaire est sur 6 colonnes x 22 agates. Le tarif régulier pour chaque insertion de bannière est de 195 \$ (net) plus taxes. Cependant, cette offre vous est offerte à 195 \$ (net) plus taxes pour un temps limité. Les clients qui désirent profiter de cette offre doivent nécessairement s'engager à acheter 5 dates d'insertion. Afin de connaître les dates de publication disponibles, veuillez contacter notre représentant des ventes.

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Fax: (418) 650-5172 e-mail: advertising@qctonline.com

Tel: (418) 650-1764
www.qctonline.com

Via Email : advertising@qctonline.com or
FTP Upload 50MB of Space or more
ftp://qctonline.com
username; admaterial
password: upload

Service Directory

(one size 3.34" wide x 2.23" height)

	13 weeks	26 weeks	50 weeks
B/W	\$40	\$35	\$28
Colour	\$60	\$50	\$40

Service Directory



Please Note

All rates subject to applicable taxes

Line screen: 85 lpi

Column width: 9.54 picas (1.59")
Gutter: 1 pica (0.167")

Full page: 6 columns x 224 agates
10.38" x 16" for 17" tab layout.

Retail Rates

Line Rate: \$1.35 per agate line

Process Colour: Full page \$200 Half page \$150 under half page \$100

Inserts: \$150 / 1,000 (2100 inserts required), \$275 surcharge on special editions

Classified Ads: Classified:
Up to 20 words. Each extra word is 50 cents.
1 Week 2 Weeks 3 Weeks 4 Weeks
\$14 \$16 \$18 \$20
After 4 weeks, each additional week is \$2.00.

Subscription: \$46.83 / year - 50 issues

Translation: Translation service: \$25

Web Rates

Web ads can be purchased by month or by click (some restrictions apply)

Banner \$150 per month flat rate.

Square block same as banner

Full Reporting available. Must have Business online membership

Deadline

Deadline for advertising (booking and material):

Monday at Noon!

Publication: weekly on Wednesday