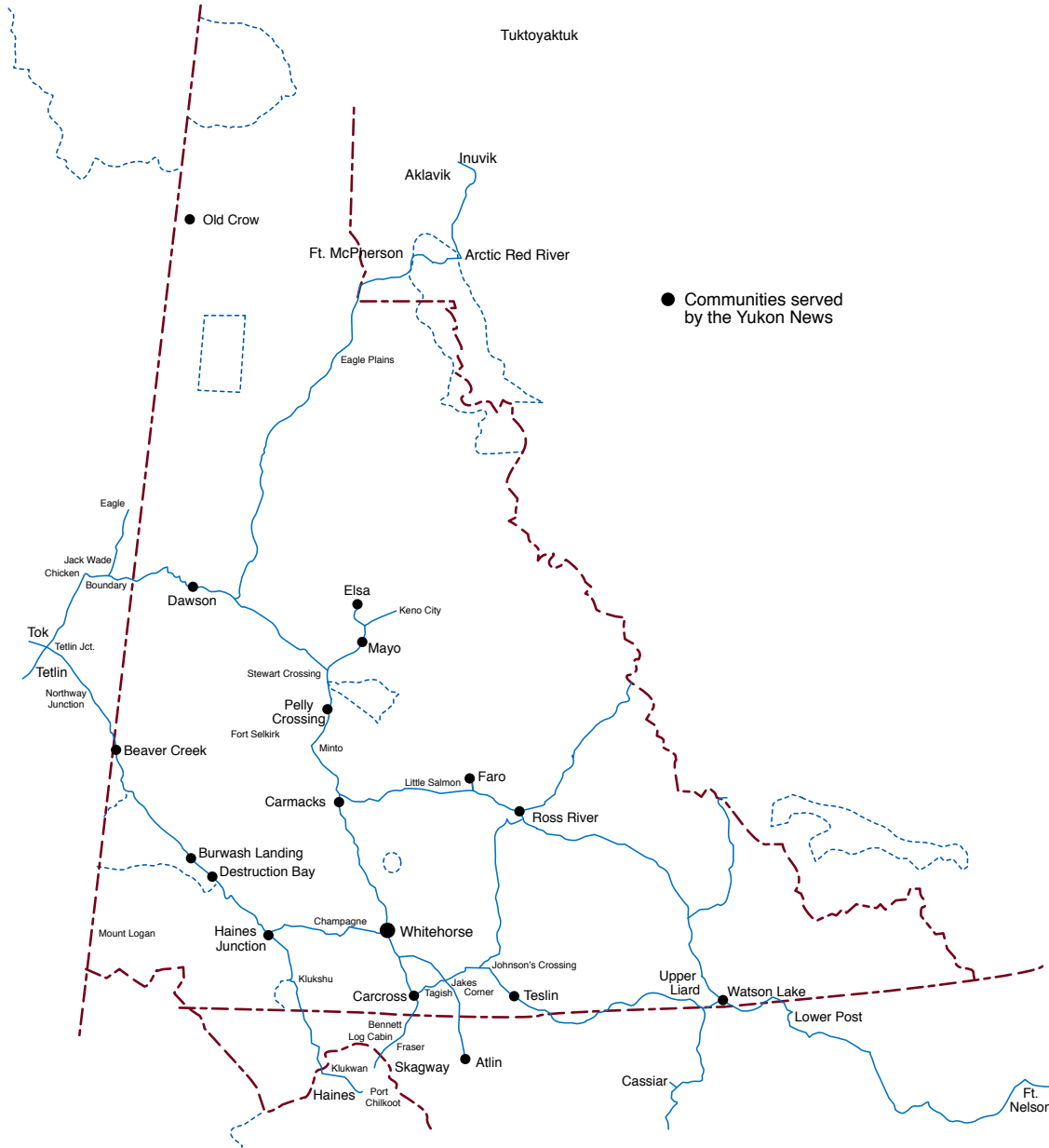


## Distribution

### Map of Distribution Area



## ESTIMATED DISTRIBUTION

WEDNESDAY 6,400

FRIDAY 8,750

\*As of February 8, 2011.  
Figures fluctuate periodically and will be revised as necessary.

## AVAILABLE TERRITORY-WIDE!

Whitehorse, every Yukon community, and Northern B.C.



## Local Market Advertising Rates

Size (1 Col)	Wednesday	Friday
1col X 1"	\$18.06	\$19.10
1col x 2"	\$30.12	\$32.21
1col x 3"	\$42.18	\$45.31
1col x 4"	\$54.24	\$58.42
1col x 5"	\$66.30	\$71.52
1col x 6"	\$78.36	\$84.62
1col x 7"	\$92.42	\$99.73
1col x 8"	\$104.48	\$112.83
1col x 9"	\$116.54	\$125.94
1col x 10"	\$128.60	\$139.04
1col x 11"	\$140.66	\$152.14
1col x 12"	\$152.72	\$165.25
1col x 13"	\$164.78	\$178.35
1col x 14"	\$170.21	\$184.24

Size (2 Col)	Wednesday	Friday
2col x 1"	\$30.12	\$32.21
2col x 2"	\$54.24	\$58.42
2col x 3"	\$78.36	\$84.62
2col x 4"	\$104.48	\$112.83
2col x 5"	\$128.60	\$139.04
2col x 6"	\$152.72	\$165.25
2col x 7"	\$170.21	\$184.24
2col x 8"	\$195.38	\$211.42
2col x 9"	\$218.55	\$236.60
2col x 10"	\$241.72	\$261.78
2col x 11"	\$255.44	\$276.68
2col x 12"	\$277.75	\$300.92
2col x 13"	\$300.06	\$325.17
2col x 14"	\$310.34	\$336.33

Size (3 Col)	Wednesday	Friday
3col x 1"	\$42.18	\$45.31
3col x 2"	\$78.36	\$84.62
3col x 3"	\$116.54	\$125.94
3col x 4"	\$152.72	\$165.25
3col x 5"	\$181.79	\$196.83
3col x 6"	\$218.55	\$236.60
3col x 7"	\$244.28	\$264.56
3col x 8"	\$277.75	\$300.92
3col x 9"	\$311.22	\$337.29
3col x 10"	\$331.79	\$359.64
3col x 11"	\$363.97	\$394.60
3col x 11.5"	\$380.06	\$412.08
3col x 12"	\$383.46	\$415.61
3col x 13"	\$414.42	\$449.24
3col x 14"	\$427.32	\$463.26

Size (4 Col)	Wednesday	Friday
4col x 1"	\$54.24	\$58.42
4col x 2"	\$104.48	\$112.83
4col x 3"	\$152.72	\$165.25
4col x 4"	\$195.38	\$211.42
4col x 5"	\$233.13	\$252.43
4col x 6"	\$277.75	\$300.92
4col x 7"	\$310.34	\$336.33
4col x 8"	\$353.24	\$382.95
4col x 9"	\$383.46	\$415.61
4col x 10"	\$424.74	\$460.46
4col x 11"	\$447.10	\$484.75
4col x 12"	\$486.65	\$527.72
4col x 13"	\$529.20	\$573.70
4col x 14"	\$545.30	\$591.19

Size (5 Col)	Wednesday	Friday
5col x 1"	\$66.30	\$71.52
5col x 2"	\$128.60	\$139.04
5col x 3"	\$181.79	\$196.83
5col x 4"	\$241.72	\$261.78
5col x 5"	\$288.91	\$313.04
5col x 6"	\$331.79	\$359.64
5col x 7"	\$373.15	\$404.40
5col x 8"	\$424.74	\$460.46
5col x 9"	\$456.98	\$495.49
5col x 10"	\$506.43	\$549.21
5col x 11"	\$558.87	\$605.93
5col x 12"	\$583.18	\$632.35
5col x 13"	\$630.53	\$683.79
5col x 14"	\$647.78	\$702.54

### Format: **TABLOID**

Pages are **5 columns wide by 195 lines**  
**SCREEN 85 lines**

#### WIDTHS:

- 1 column..... 1.94"
- 2 columns..... 4.014"
- 3 columns..... 6.083"
- 4 columns..... 8.153"
- 5 columns..... 10.22"

#### HEIGHTS:

0.811" (min) to 13.93" (max)

### Deadlines:

**WE PUBLISH WEDNESDAYS AND FRIDAYS.**

The deadline for bookings is 3:00 p.m. two business days prior to publishing.

## National Advertising and Ad Agency Placements

Our national advertising rates are \$1.38 per agate line (14 lines/inch) plus GST.

**Accredited advertising agencies: 15% commission net 30 days.**

## Local Non-Profit & Charitable Organizations Receive 25% Off Local Market Rates

\*Excludes Territorial and Federal governments, municipalities, First Nation governments, Crown Corporations, and government Boards and Committees

## Spot Colour Ads are available

We offer one and two spot colour options. All ad sizes available. Contact our ad department for more information.

\*we do not print in full colour at this time.

## Ad Sizes

FRIDAY, DECEMBER 9, 2011

YUKON NEWS

5

## Continental collateral



Mike Thomas/Yukon News

A cruise ship docked in the Port of Skagway in May 2009.

Roxanne Staszyszyn  
*News Reporter*

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And perhaps that absentmindedness is justified, considering the bulk of the largest bilateral trade relationship in the world passes across the countries' horizontal border, to the tune of approximately \$1.2 million per minute.

But here in the North, the countries' vertical border may be getting busier.

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Especially considering the in-

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2x14

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YUKON NEWS

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2x3

2x4

2x7

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5x14

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# 3x11.5

## 1x5

## 1x2

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"TIA Yukon supports, in principle, efforts that balance security with efficient border crossings for our visitors," she said.

And on the other side of the vertical line, Donahue is happy to see any intentions of better co-operation.

"A lot of it is up to the individual at the border," he said. "Let's just hope that the folks on the U.S. side of the border take the new tasks to heart."

Pilot projects, testing out some of the new ideas in the agreement, are expected to start in April 2012.

Both Obama and Harper have committed to annual reports on what is working, and what is not.

Donahue is also willing to report back in a year's time.

"Call me back in a year," said Donahue. "Then let's review what they said, what they're going to do and what the reality of the situation is."

"Hope springs eternal, that's all I can say," he said. "I can't say that it will help, or that it will detract. But it can't hurt – can it?"

Contact Roxanne Staszyn at [roxanne@yukon-news.com](mailto:roxanne@yukon-news.com)

# 3x7

## 1x5

## 1x2

## Terms

### TERMS OF PAYMENT

Accounts due when rendered. Accounts will be considered past due 30 days after billing. Interest will be charged on overdue accounts.

### ERRORS AND OMISSIONS

Liability of Publisher for non-insertion is limited to the amount paid for the advertisement. Liability of Publisher for errors by the Publisher is limited to cost of space occupied by the error.

Liability of Publisher for damage arising out of incorrect delivery or non-delivery of any flyer is limited to the amount paid to the Publisher for distribution of such flyer.

Claims for errors in advertisements or flyer deliveries must be made prior to next publication date.

### POSITIONING OF ADVERTISEMENTS ARE NOT GUARANTEED UNLESS A PREMIUM IS PAID.

Publisher reserves the right to revise, reject, discontinue or omit any advertisement, or to cancel any advertising contract, for reasons satisfactory to the Publisher without notice and without penalty to either party.

The advertiser agrees to indemnify the Publisher for any losses or costs incurred by the Publisher as a result of publishing any advertisement which is libelous or misleading or otherwise subjects the Publisher to liability. This indemnity shall apply to all advertisements published, even if produced by the Publisher on behalf of the advertiser.

The Publisher will not knowingly publish any advertisement which is illegal, infringing, misleading or offensive to its readers.

### GENERAL

All advertising subject to approval. Rates are subject to change without notice.

The publisher reserves the right or option to insert the word "advertisement" above or below any copy.

All materials produced by the newspaper remain the property of the publisher. The publisher will not be responsible for material supplied by the customer.

### COPYRIGHT

Advertiser acknowledges the Newspaper owns the copyright and all other intellectual property rights for materials prepared by the Newspaper for the Advertiser.

## How to Send Us A File

### IF YOU NEED ADS CREATED OR CHANGED BY THE YUKON NEWS

**When your advertising is in digital format, but you need assistance to make it digital-ready, please provide editable digital files formatted using any of the following:**

**Adobe InDesign:** Send InDesign file and all associated files - graphic files and fonts (printer and screen)

**Photoshop:** (up to CS3) Send as Photoshop PSD - file (do not flatten) and all fonts (printer and screen)

**Illustrator:** Send as eps or ai file - Outline fonts or package fonts

### Additional requirements

- Postscript and EPS graphic files in Adobe Illustrator. An Illustrator PDF file is good as well.
- TIF and JPG formats in Photoshop. Resolution should be a minimum of 300 dpi at intended final size. A Photoshop PDF file can also work but isn't ideal.
- Send text files as Microsoft document file as attachments in your email to our advertising department.
- You may send simple text files in the body of an e-mail message which we will cut and paste into your new ad.

*We do not work with Publisher files and Corel Draw files are unpredictable in our publishing system. It is safest to save and send to us as EPS file or save to high resolution PDF.*

We are happy to experiment with files in any format not mentioned here but please contact us so we can test them early.

**\*\* We accept Mac and PC file formats. \*\***

### IF YOUR AD IS COMPLETE AND READY TO PRINT IN THE YUKON NEWS

**Send your complete and digital-ready non-editable ad file using:**

- **Adobe Illustrator** (up to version CS3). Send Illustrator ai or eps file and all associated fonts (printer and screen). Fonts aren't required if the file is converted to outlines before sending. Other placed art is required (i.e. placed TIF files);
- **TIF:** Resolution for clear, legible text should be at least 300 dpi at 100% size;
- **JPG:** Resolution for clear, legible text should be at least 300 dpi at 100% size and should be saved at highest quality;
- **PDF:** PDF should be created using as little compression as possible. *(Very compressed PDF files are very small in size but are meant for screen viewing, not printing.)*

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