

Nunatsiaq News

The Arctic's Most Trusted News Source

Reach 61,562 readers every week

Now, one source delivers the North.



Nunatsiaq News is the Arctic's most trusted news source, with a rapidly expanding readership that accesses fast breaking news several times daily in many different formats.

Nunatsiaq News is the brand for award-winning editorial content that readers constantly access through web and print channels.

With one call you reach Nunavut, Nunavik and just about anyone with an interest in the Canadian Arctic.

You make one call. You access all our distribution channels:

- The Inuit Arctic's most visited website, with 1,511,430 visits in the last 12 months
- Our channels on Facebook, Twitter, Google News and more that drive traffic to your ad
- The print version delivered to all the communities in the territory of Nunavut and Nunavik
- Our subscribers for the print and virtual paper editions

Our targeted, themed sections allow you to target your ad. You access many times the readers of any other northern news source.

Contact us to discuss your target area, messages and audience. We'll work with you to match your investment with our audited print numbers and impressive stats from Google Analytics. One call.

Phone: **1-800-263-1452 ext. 131**

Fax: **1-800-417-2474**

On-line at: **www.nunatsiaqonline.ca**

Advertising material to: **ads@ayaya.ca** or **mcconk@nortext.com**

NUNATSIAQ NEWS

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The Arctic's Most Trusted News Source

Expand your territory

With instant web access to fast breaking stories, Nunatsiaq readers come from across the Arctic, throughout southern Canada, and around the world.

- Blanket coverage of the eastern Arctic with delivery to every community in Nunavut and Nunavik, in English and Inuktitut
- Instant delivery of your ad through the website and our partner community TV channel
- Extremely strong readership in major Canadian cities, especially gateway cities like Ottawa – ask for our Analytics.
- Our subscribers for the print and virtual paper editions



Nunatsiaq News web visits saturate the Arctic and include high readership in southern gateway cities. A few examples of September visits: Ottawa (33,997), Montreal (15,192), Winnipeg (10,236) and Yellowknife (6,703).

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NUNATSIAQ NEWS

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The Arctic's Most Trusted News Source

Target your message

Now, you place your message where it gets the most attention in the proper context.

Our award-winning journalism sets the standard in northern Canada. Our loyal readers monitor fast breaking news through our Facebook page, Twitter feeds and other services like Google News.

Starting in January, we expand and improve our editorial content by launching new sections focused on the communities we serve.



Our sections include:

- Breaking News – our most visited section
- Geographic sections: Nunavut, Nunavik and Iqaluit
- New special sections for Business, Arts and Culture, and Circumpolar

Choose the newspaper that delivers 48,088 readers every week. Coming in January on the website, content sections to allow targeting of your message for geographic areas and editorial content.

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Nunatsiaq News Rate Card

RATE CARD – Effective January 2012

Deadlines

Ads requiring proofs: **Friday 5 p.m.** preceding publication
 Ads without proofs: **Monday 3 p.m.** preceding publication
 (Nunatsiaq News is published on Friday)

Rates

**Display/Employment
Tenders/Legal (net)**

English/French	Inuktitut/Innuinaqtun
\$3.50	\$2.25*

Web Rates

Leaderboard ■ breaking news (728 pixels wide x 90 pixels high)	\$225 per week
Sidebar ■ various sections (335 pixels wide x 280 pixels high)	Included with print buy \$49 additional per week



All prices include NunatsiaqOnline.ca

If web ad is not provided at time of booking a generic link will be run online.
 Frequency and Not-for-Profit Charity rates available upon request.

Colour – per ad \$400

NOTE:

- Minimum size requirement for colour advertisement 300 lines (approx. ¼ page)
- Colour non-commissionable
- Colour reproduction cannot be guaranteed unless colour proofs are provided.

* Inuktitut/Innuinaqtun language discounts are only offered to advertising agencies providing camera-ready material for all language versions of their ad.

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Nunatsiaq News Rate Card

Mechanical Specifications

Display

Tabloid 6 columns x 215 agate lines – 1290

Employment/Tenders/Legal

Tabloid 9 columns x 215 agate lines – 1935

NOTE:

1 column wide by one inch high = 14 agate lines
Full page depth – 15.35 inches

Material specifications:

Display – 6 column format

1 col	9p6	1 7/12"	1.583"
2 col	20p	3 1/3"	3.33"
3 col	30p6	5 1/12"	5.083"
4 col	41p	6 5/6"	6.833"
5 col	51p	8 7/12"	8.583"
6 col	62p	10 1/3"	10.333"

Employment/Tenders/Legal – 9 column format

1 col	6p	1"	1"
2 col	13p	2 5/32"	2.167"
3 col	20p	3 21/64"	3.333"
4 col	27p	4 1/2"	4.5"
5 col	34p	5 43/64"	5.667"
6 col	41p	6 51/64"	6.792"
7 col	48p	8"	8"
8 col	55p	9 11/64"	9.167"
9 col	62p	10 1/3"	10.333"

NOTE:

Printed column width will appear slightly narrower than material requirement width.

Minimum & Maximum Requirements

Minimum depth of 14 lines per column width.
Advertisements exceeding 180 lines will be run at full column depth.

Advertisements running through the gutter will be billed for one additional column.

Insert Rates

15 Gram \$227 per M
30 Gram \$354 per M
45 Gram \$480 per M
60 Gram \$607 per M

NOTES:

- 1) Prices F.O.B. Nunatsiaq News printer
- 2) Split zone inserts may be subject to 25% surcharge
- 3) Insertion rates non-commissionable



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Nunatsiaq News Terms

Terms of Payment

- 1) Accounts due when rendered. Accounts considered past due 30 days after billing. Interest at a rate of 1.5% per month will be charged on overdue accounts. Retail rates are non-commissionable.
- 2) Frequency and volume discount agreement details are available upon request.
- 3) Late ads are exempt from Inuktitut language discounts and are charged the first language rate.
- 4) Changes or corrections to camera-ready material supplied by client/agency will be subcontracted to Nortext Multimedia. Charges will be billed back to client/agency according to the current Nortext price grid which is available upon request.

Errors and Omissions

- 1) Liability of Publisher for non-insertion is limited to the amount paid for the advertisement. Liability of Publisher for any errors is limited to cost of space occupied by the error. The Publisher accepts no liability for errors/omissions in artwork supplied for publication. This includes camera-ready materials, film supplied via the internet or by disk, or in any other form. Digital camera-ready ads (hi-resolution PDFs) are acceptable on CDs, DVDs, uploaded to our secure FTP server, or via e-mail. A proof of the ad must accompany all computer disks. Digital advertising specifications are available upon request.
- 2) Claims for errors in advertisements must be made prior to next publication date.
- 3) Positioning of advertisements is not guaranteed unless a premium is paid.
- 4) The publisher reserves the right to reject, discontinue or omit any advertisement without notice or penalty to either party.
- 5) Advertiser warrants the advertising content will not be libellous or misleading. Advertiser agrees to indemnify Publisher with respect to any loss sustained by Publisher for publishing a libellous or misleading advertisement.

General

- 1) Additional discounts (or surcharges) may apply based on factors including: multi-page usage per issue or per week, camera-ready material, cash payment with order, multi-paper purchases, frequency, colour usage etc.
- 2) All advertising subject to approval. Rates are subject to change without notice.
- 3) The publisher reserves the right or option to insert the word "advertisement" above or below any copy.
- 4) All materials produced by newspaper remain the property of the publisher. The publisher will not be responsible for material supplied by the customer unless return delivery instructions are received within 21 days after use.

Commercial Printing

Commercial composing and printing facilities available. Quotations on request.



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Nunatsiaq News Partner Channels

One call and our partner channels deliver Canada

Make one call and our partner services will place your ad anywhere across Canada and beyond.

Ayaya Marketing & Communications is a full-service advertising agency, Inuit-owned, and based in Iqaluit and Ottawa. It is a strategic partner of Nortext, which owns Nunatsiaq News.

Ayaya's Media-Buy

- ✓ Place your ad in media across Canada on the web or in print. One call generates ad artwork, ad estimate, insertion orders and placement. Get professional layout, translation, a consistent format in all media, and cost savings that you can analyze with all ads on one ad confirmation and invoice.

Nunavut Co-op TV Ad Channel

- ✓ Reach into homes in communities across Nunavut with the Co-op TV Ad Channel. Ads rotate around the clock. The ad cycle update is synced each week with Nunatsiaq News, and regional and Nunavut discounts are available.

Ayaya's Creative Services

- ✓ Nunavut's Inuit-owned advertising agency creates some of the Arctic's most compelling marketing campaigns and publications, in all Nunavut's official languages.



When you see a northern ad anywhere in Canada, chances are high that it was created by Ayaya.



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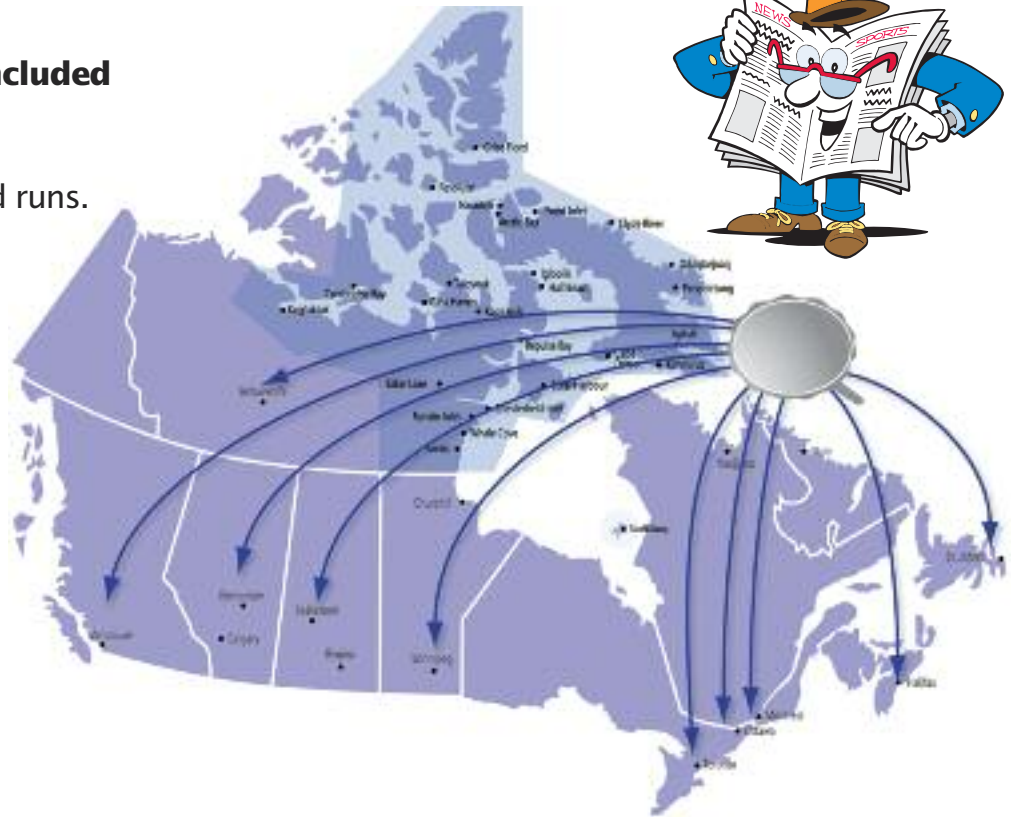
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Nunatsiaq News Ayaya Media▪Buy

You can place in media anywhere in the country with Ayaya's Media▪Buy service. Take advantage of our renowned convenience and efficiency. At each stage of the process you check and approve artwork, costs and placements.

- ✓ **One call or e-mail does it all** – many papers – one invoice.
- ✓ **Less cost** – ads placed through the service cost you less.
- ✓ **Professional layout**
- ✓ **Translation service included**
- ✓ **Consistent format**
– no matter where the ad runs.



One call allows you to access media anywhere in Canada, ensuring quality and deadlines, while you approve each step in the process.

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