



## ADVERTISER GUIDELINE

Spring/Summer 2025



TODAYSNORTHUMBERLAND.CA

# Today's Northumberland

NORTHUMBERLAND'S SOURCE FOR LOCAL NEWS



[TODAYSNORTHUMBERLAND.CA](http://TODAYSNORTHUMBERLAND.CA)

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# Our Team

## OUR AWESOME EXECUTIVES



### Gail Foster - Advertising

Email : [gail@todaysnorthumberland.ca](mailto:gail@todaysnorthumberland.ca)

[thefos@sympatico.ca](mailto:thefos@sympatico.ca)

Cell - 905-376-3360

I started working in the advertising business through a friend who suggested I would do very well. Starting part time with only 2-3 books a year it turned into 12 books a year. I really enjoy working with people and the creative aspect in any project. Fast forward 10years and I'm selling advertising for an amazing team here at Today's Northumberland.

### Pete Fisher - Editorial

Email: [editor@todaysnorthumberland.ca](mailto:editor@todaysnorthumberland.ca)

Cell - 905-373-2895

Pete, born and raised in Cobourg, has been a photojournalist for over 30-years and has been honoured to win numerous awards locally and nationally for photography and writing over the years. Best- selling author for the book Highway of Heroes - True Patriot Love.

### Jim Corkery - I.T. consultant

Having always lived within Northumberland County, Jim brings the community minded approach to solving tech problems. Working in the I.T. field all over Northumberland and surrounding areas with a focus on cost effective solutions with second to none customer service. When Today's Northumberland was looking for that truly local service, this connection only made sense.

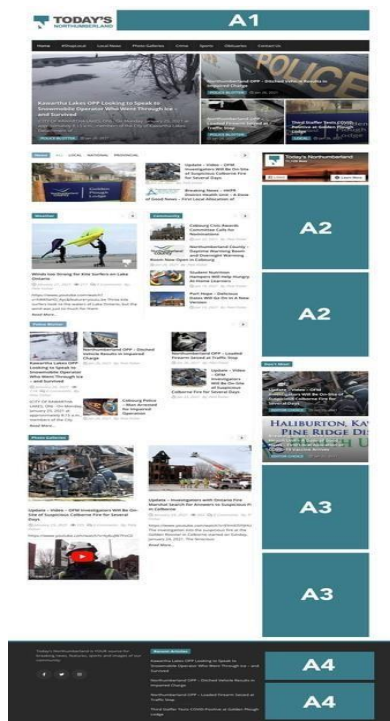
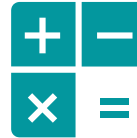
### Contributors:

Jeff Gard - Sports

Cecilia Nasmith - Freelance Journalist

# Rates

## AD LOCATIONS



## Ad Position/Rates plus HST

A1 - Top banner rotation	- \$550/month
A2 - Side upper	- \$300/month
A3 - Side lower	- \$200/month
A4 - Footer	- \$350/month
B1 - Article rotation	- \$200/month
B2 - Article side	- \$300/month
Twitter	\$150.00/month 2x weekly -
Obituary	- \$ 50.00/week
Events	- \$ 75.00/week
Real estate	- \$ 75.00/week
Full page Take Over	- \$850.00/week

\* SPOTLIGHT Story - Local Section with an Ad/Story/Facebook - \$500.00

Commented [G1]:



# Details



## SPECS AND TERMS AND CONDITIONS

### Ad Specs

- Static ads can be png, gif or jpeg format File
- sizes should not exceed 45kb
- Animated/loop ads are acceptable but must not use distracting effects (strobe etc)
- Animated ads must be provided in gif format
- Designs with white backgrounds should have a border
- Resolution should be 72dpi

### Advertising Terms

- Rates are in Canadian funds
- Advertisers are responsible for providing an approved ad. In-house ad design is available for \$75 per ad.
- Rates include a single ad placement. Additional costs may be applied to ads that need to be updated or replaced during the term.
- Unique visitor and page impression numbers are estimates sourced from Google Analytics traffic data
- Interest at 4% per month calculated from the invoice date will be charged on overdue accounts.
- The minimum notice period for cancellation is 15 days unless agreed otherwise. Please send notice of your intention to cancel to the person who made your booking. Cancellation will only be effective on confirmation of receipt of your notice.