

# MEDIA KIT 2018



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# MEDIA KIT 2018

## Corriere Canadese Facts

### WE ARE THE ONLY ITALIAN DAILY NEWSPAPER IN CANADA!

- New ownership and new management
- The Publisher is the Honourable Joe Volpe, former Federal Cabinet Minister

### PUBLISHED 5 DAYS A WEEK MONDAY THROUGH FRIDAY

- **This is a PAID publication**
- The editions are now in full color & new format
- We reach 30,000 readers a day through home, single copy and bulk deliveries
- 107,000 people in the GTA speak predominantly Italian, in the daily conduct of their affairs\*
- 260,000 use Italian along with another language daily\*
- It is estimated that there are 1 million ethnic Italians in Ontario\*

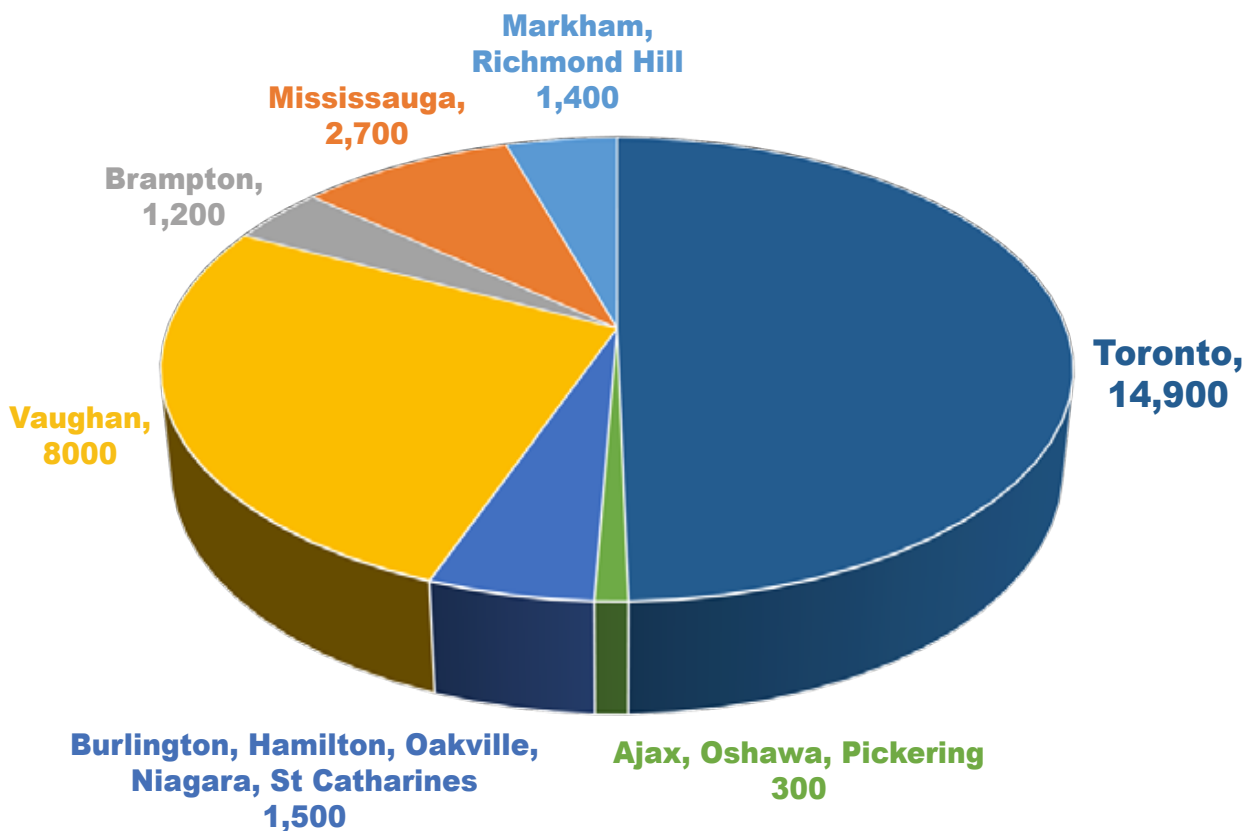
\* Stats Canada

## Features

**Daily local and international news & high impact sport sections**

# MEDIA KIT 2018

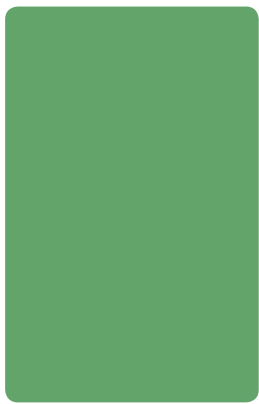
## GTA Readership Home Delivery Unique Address Distribution



**+ 200 locations - single copies for purchase / sale**

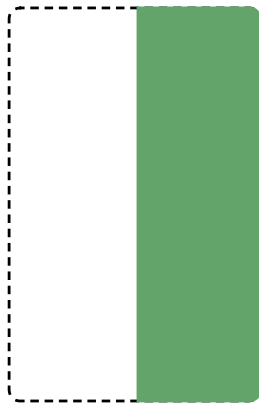
# MEDIA KIT 2018

## Print Ad Specifications



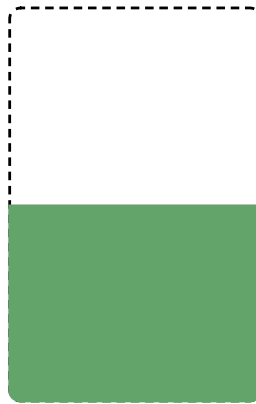
**FULL PAGE**  
(Tabloid)

10 Columns x 224 Lines  
10.25" x 16"



**1/2 PAGE**  
(Vertical)

5 Columns x 224 Lines  
5.04" x 16"



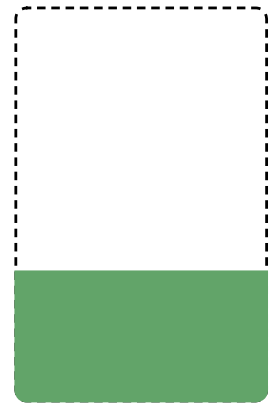
**1/2 PAGE**  
(Horizontal)

10 Columns x 112 Lines  
10.25" x 8"



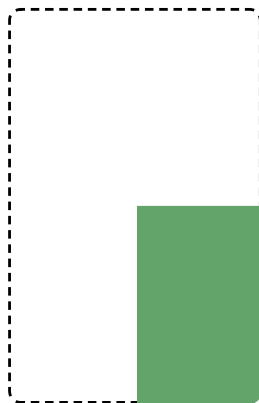
**1/3 PAGE**  
(Vertical)

5 Columns x 150 Lines  
5.04" x 10.71"



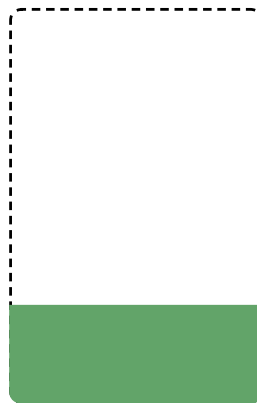
**1/3 PAGE**  
(Horizontal)

10 Columns x 75 Lines  
10.25" x 5.33"



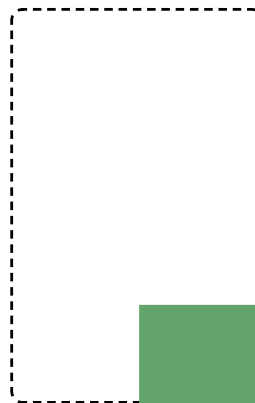
**1/4 PAGE**  
(Vertical)

5 Columns x 112 Lines  
5.04" x 8"



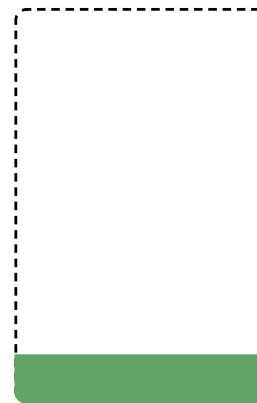
**1/4 PAGE**  
(Horizontal)

10 Columns x 56 Lines  
10.25" x 4"



**1/8 PAGE**  
(Vertical)

5 Columns x 56 Lines  
5.04" x 4"



**1/8 PAGE**  
(Horizontal)

10 Columns x 28 Lines  
10.25" x 2"

# MEDIA KIT 2018






## Online Rate Card

**24 Hours a Day 7 Days a Week**

**CPM = Cost per Thousand unique visitors to our website**

Based on analytics from the previous month

Minimum 2 Week Period

 <p><b>Leaderboard Ad</b> (Run of Site) 720x90px</p>	 <p><b>Footer Ad</b> (Run of Site) 720x90px</p>	<p><b>Inter - article Ad</b> (Home Page)</p> <p>300x250px</p>   
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**Payment Terms:** Invoice payable when rendered • Overdue accounts charged 2% per month • All accounts charged back on all 30 day overdue accounts • Rates do not include HST. Translations not included.

**Reservations & Closing:** Online reservations required no later than 5 business days prior to going live online. Image(s) required no later than 3 business days before going live • Cancellations not accepted after 3 days before going live • Translations / Special requests required at least 7 days notice • Rate on request.

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## Digital Files

- Digital files must be sent using Adobe PDF up to version 8.0
- Adobe Illustrator CS2 or lower (also as outline text)
- Adobe InDesign CS2 (preferred) — CS4
- JPG — high resolution ONLY, min. 200dpi
- All PDF, InDesign and Illustrator files should include all used images & fonts (Collect /Package for output or include as separate files).
- Halftones required - 100 line screen

**\*Translation service extra**

**Reservations and Material Deadlines  
5 Working Days Prior to Issue Date**

[advertise@corriere.com](mailto:advertise@corriere.com)

