

CORRIERE CANADESE

IL QUOTIDIANO IN LINGUA ITALIANA

ITALIAN COMMUNITY DAILY NEWSPAPER



Avanti la Juve, ma quanta fatica
Ok anche la Viola

Da Madrid sirene spagnole per Dybala. Nello Sport

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IL QUOTIDIANO IN LINGUA ITALIANA ITALIAN COMMUNITY DAILY NEWSPAPER

\$1.25 (incl. GST) (prezzi più alti fuori) • Anno 05 • N. 8

Giovedì 12 Gennaio 2017

Trump si difende: informazioni false
Il presidente eletto: "I russi dietro gli hacker. Notizie inventate, create da oppositori e forse fuoruscite dall'intelligence"

WASHINGTON - "Nessuna informazione è stata data alla stampa. Il presidente eletto, Donald Trump, ha detto che le notizie secondo le quali i russi erano dietro gli hacker che si erano infiltrati nei server della campagna elettorale di Hillary Clinton erano "notizie inventate, create da oppositori e forse fuoruscite dall'intelligence".

IL RINFRASCO

Ottawa: nodo immigrazione, gli italiani fuori

Il Colosseo a Roma, illustrato dal Parco archeologico

Archeologico del Colosseo

...gli altri siti archeologici italiani

ARTICOLO INGLESE

MEDIAKIT 2017



5 days a week • Monday to Friday

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,

SPORT EDITION every **Monday**

Up to 10 pages dedicated to all sport related content:

Soccer, Formula 1, MotoGP, Basketball & all other sports events.

This edition is a sought out issue of the week based on volume copies sold & readership.

TUESDAY EDITION Italian Culture

Art, architecture, music, poetry, cinema from Italy

WEDNESDAY EDITION 'Gusto'

Weekly articles including interviews from renowned chefs, food & beverage specialities, great recipes, food pairing, cooking techniques and much more.

THURSDAY EDITION Discovery Italy

Discover little towns, villages: The best kept secret places to travel in Italy.

FRIDAY EDITION 'Made In Italy'

From Fashion, to Design, to Furnishings, to Technology....MADE IN ITALY!

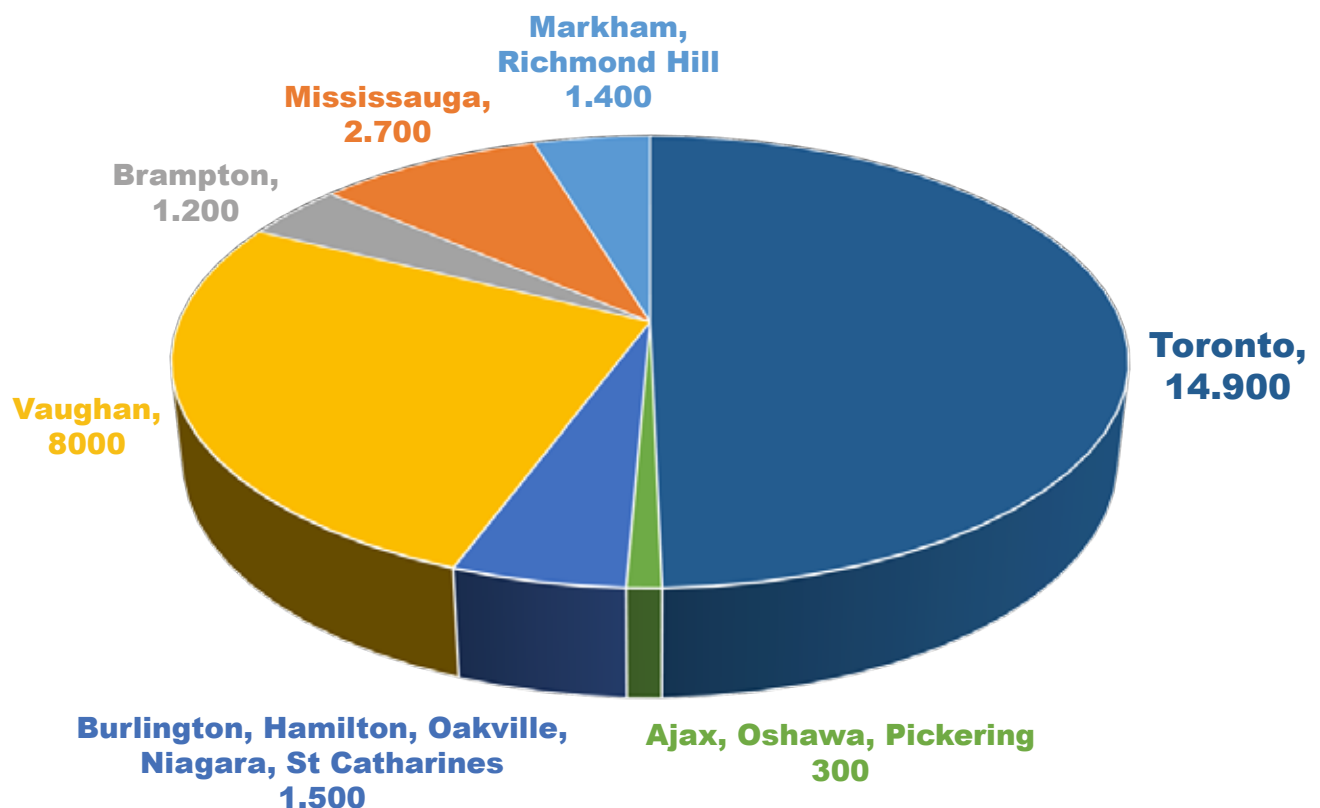
Chiesa 2000 "Family"

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GTA Readership Home Delivery Unique Address Distribution



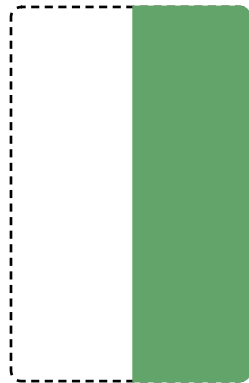
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Print Ad Specifications



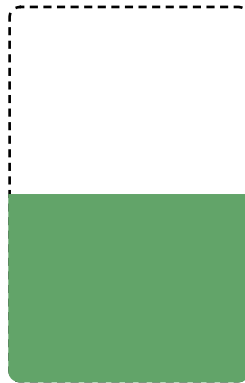
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(Tabloid)**

10 Columns x 224 Lines
10.25" x 16"



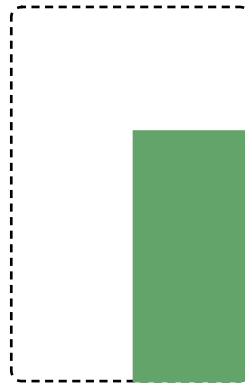
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(Vertical)**

5 Columns x 224 Lines
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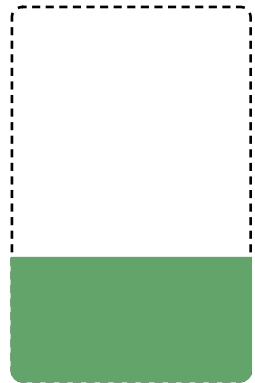
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(Horizontal)**

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10.25" x 8"



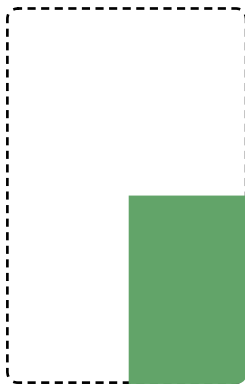
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(Vertical)**

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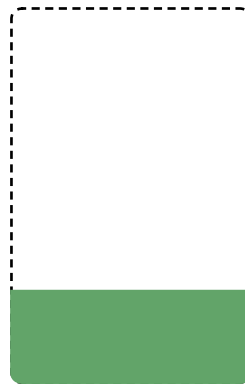
**1/3 PAGE
(Horizontal)**

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"

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



Leaderboard Ad

(Run of Site)

720x90px


Exclusive: \$25.00 CPM
Rotating: \$20.00 CPM

Footer Ad

(Run of Site)

720x90px

Exclusive: \$20.00 CPM
Rotating: \$15.00 CPM



Inter - article Ad

(Home Page)

300x250px



Static: \$15.00 CPM



Video: \$20.00 CPM



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**

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