



Mirror

New Rates Effective April 1, 2017

4 Cottage Road, Montego Bay - Tel: 952-5253/5352/7028, 979-9206
FAX: 952-9463 Adv. 952-6513 Ed

Mirror

ADVERTISING RATES & DATA

PUBLICATION DAY:
Mondays, Wednesdays & Fridays

COPY DEADLINES:

Three working days before publication date, if **Artwork-ready** - Two days.

MECHANICAL DATA:

Web-Press	-	Tabloid
Image Area	-	26 x 40 cm
Columns	-	6 per page
Column Width	-	4 cm
Column Gutter	-	4 mm
Full Page	-	240 sq. cm

DISPLAY ADVERTISEMENTS

Casual Open Rate	\$279.50 pr. col. cm
Advertorial	\$182.00 pr. col. cm

Other preferred pages except editorial - add **40%** to casual open rates.

1st Adv subject to inhouse costs **20%** if artwork-ready is not provided

10% Processing charge on all Electronic Artwork including changes

Late copy/artwork for all display advertisements will be subject to an additional charge of **25%**

Booking of Advertising and not supplying material before deadline will attract a **50% charge**

CANCELLATIONS

Cancellations: must be received by **10:00 am** on the day prior to publication date or a **50%** charge will be added to billing.

COLOUR CHARGES

Small Colour advertisement will be accepted if space is available on colour section

black + 1 colour	30%
Mixed colour	35%
black + 2 colours	40%
Full Colour	45%

FEATURE POSITIONS (all colour)

Front Page Ear 4.5cm x 5cm	\$ 5,620.00
Front Page Strip 6cm x 4cm	\$12,650.00
Front Page Solus 2col x 12cm	\$12,650.00
Back Page Ear 4.5cm x5cm	\$ 5,390.00
Back Page Strip 6 col. x 4 cms-	\$11,220.00

All colour artwork must be received (2) days in advance of publication date.

CONTRACTS

300 - 700 col cm	-	\$264.00 p. col. cm
701 - 1200 col cm	-	\$256.00 p. col. cm
1201 - 1700 col cm	-	\$250.00 p. col. cm
1701 - 2200 col cm	-	\$242.00 p. col. cm
2201 - 2800 col cm	-	\$235.00 p. col. cm
2801 - 3300 col cm	-	\$227.00 p. col. cm
3301 - 4000 col cm	-	\$218.00 p. col. cm
4001 and over	-	\$212.00 p. col. cm
Special Rate	-	\$216.00 p. col. cm

FREQUENCY DISCOUNTS

4 insertions	5% on next 3 insert
8 insertions	10% on next 7 insert

CORRECTIONS & ERRORS

- Read your advertisement carefully on the first day it appears, and report any Error(s) before the next publication.
- When Error(s) are reported immediately after publication, **The Western Mirror** will publish one corrected insertion only, subject to the company's discretion.

OTHER ADVERTISEMENTS

- Community Notice **\$200** (30 words)
- What's Happening **\$300** (20 words)

CLASSIFIED ADVERTISEMENTS

WANT COLUMNS -

20 words	\$370.00 + Tax
additional words	\$15.00 each
maximum 30 words	
Household Help Wanted	
Employment Wanted	
Houses & Apartments Wanted	
Boarding Accommodation Wanted	

CLASSIFIED COMMERCIAL ADVT.

20 words	\$1,300 (including GCT)
additional words	\$20.00 each
maximum 30 words	
Bold type	50% extra
ALL CAPS	75% extra
ALL CAPS BOLD	100% extra

COMMERCIAL COLUMNS/SEMI DISPLAYS

- LAND FOR SALE
- REAL ESTATE
- HOUSE/APT FOR SALE
- ANIMAL FOR SALE
- BUSINESS FOR SALE
- ARTICLES FOR SALE
- M/V FOR SALE/ M/V PARTS/MOTOR BIKE ETC.
- EMPLOYMENT AGENCY
- OFFICE/BUSINESS FOR SALE
- BEAUTY/BARBER SALON/SUPPLIES
- SITUATION VACANT
- MISCELLANEOUS
- SEMI DISPLAYS/PUBLIC NOTICES **\$230.00** per col. cm
- BIRTHDAYS ● ENGAGEMENTS
- ANNIVERSARY GREETINGS ● BIRTHS
- DEATH NOTICE ● MEMORIAM ● **\$218.40** per col. cm

ADVERTISEMENTS INSERTS

Up to Legal Size bond paper	\$4,500.00 per Thousand
Up to Legal Size coated	\$5,000.00 per Thousand
1 page Pullout	\$6,500.00 per Thousand
4 pages Pullout	\$ per Thousand

RATES NOT INCLUDE GCT

SUPPLEMENTS - SPECIAL RATES

Softwares: ■ InDesign .cs3 ■ PhotoShop .cs3 ■ File preference ■ for full colour **CMYK, PDF or TIFF, Gray scale** black & white, not less than 200 DPI

E-mail address: ■ westernmirror@gmail.com ■ sales@westernmirror.net (Advt. Dept.) ■ production@westernmirror.net (Art Dept.)