

WORKING TOGETHER FOR OUR FUTURE

# share

CANADA'S LARGEST ETHNIC NEWSPAPER • OVER 130,000 READERS EACH WEEK

658 VAUGHAN ROAD  
TORONTO, ONTARIO. M6E 2Y5

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*Distributed every week in over 1,500 outlets  
throughout Metro Toronto, Mississauga/Brampton,  
Hamilton, Pickering, Ajax & Oshawa and in selected  
Coffee Time, No Frills, A&P, Food Basics and Dominion Stores.*

**RATE CARD NO. 19L EFFECTIVE FEBRUARY 1, 2005**

**LOCAL LINE RATE \$2.07 COLUMN INCH \$28.98 FULL PAGE \$2,608.20**

## **VOLUME DISCOUNTS - Consecutive advertising only**

6 Months (and above) **25%** - 3 Months (13 weeks) **20%** - 1 Month (4 weeks) **15%**  
3 weeks **10%** - 2 weeks **5%** (Conditions apply)

## **MECHANICAL REQUIREMENTS**

### **FULL PAGE** (local rate) **\$2,608.20**

15 x 6 columns (210.2 lines x 61 picas)

### **HALF PAGE** (local rate) **\$1,304.10**

HORIZONTAL.....7-1/2 x 6 columns (105.1 lines x 61 picas)

VERTICAL.....15 x 3 col. (210.2 lines x 30 picas)

4-COLUMN ISLAND.....11-1/4 x 4 col. (157.7 lines x 40.5 picas)

5-COLUMN ISLAND.....9 x 5 col. (126.1 lines x 51 picas)

### **QUARTER PAGE** (local rate) **\$652.05**

VERTICAL.....7-1/2 x 3 col. (105.1 lines x 30 picas)

HORIZONTAL.....3-3/4 x 6 col. (53.6 lines x 61 picas)

4-COLUMN ISLAND.....5-3/4 x 4 col. (78.9 lines x 40.5 picas)

### **ONE EIGHT PAGE** (local rate) **\$326.03**

3-3/4 x 3 col. (53.6 lines x 30 picas)

### **SPECIAL POSITION**

25% extra

### **PROFESSIONAL LISTINGS**

12 WEEKS \$250.00 + G.S.T.

### **CLASSIFIED ADVERTISING**

Per word 1.10

### **SPOT COLOUR**

One colour (where available) **25 % extra** minimum \$25.00

Two colours (1 available, 1 choice) **35% extra** minimum \$200.00

Three colours (1 available, 2 choice) **60 % extra** \$350.00

### **FULL COLOUR**

Add to B/W space rate **\$ 750 extra plus artwork**

### **SCANNING**

One time charge

Minimum" **\$ 15.00 EACH**

### **TYPESETTING/ARTWORK**

**\$55.00** per hour (minimum \$30.00)

**PRODUCTION - 20%** of cost of Ad. Minimum \$25

### **ADVERTISING COLUMN WIDTHS**

1 column width 9 picas.....(1-1/2)

2 column width 19 picas.....(3-1/8")

3 column width 30 picas.....(5")

4 column width 40.5 picas.....6-11/16")

5 column width 51 picas.....(8-1/2)

6 column width 62 picas.....(10-5/16")

## **A SPECIAL MESSAGE TO ADVERTISERS**

- Most advertisers serving the Black and Caribbean community choose SHARE as their major, and in most cases, their only medium to reach their target market.
- Most advertisers in SHARE have been advertising for many years and regularly express satisfaction with the results they get.
- Most new advertisers call SHARE on the recommendation of their customers and friends.
- Many advertisers in SHARE recommend SHARE to fellow business people.  
That's because SHARE prints more copies, reaches more people and has a larger, more committed readership, than any other publication serving the Black and Caribbean community in the Greater Toronto Area.
- SHARE is also Canada's largest ethnic newspaper with a weekly readership estimated at over 130,000.
- Satisfied readers, satisfied advertisers and a committed, qualified staff of professionals are the key to success for SHARE and for YOU.

**PUT SHARE TO WORK FOR YOUR BUSINESS.**

## **LOCAL WEBSITE RATES – JULY 30/12**

**Header Top:** 1000px X 100px -- \$330. per 7-day week

**Leaderboard:** 728px X 90px -- \$275. per 7-day week

**Left Column:** 160px X 70px \* -- from \$100 per 7-day week

**Right Column:** 300px X 250px -- \$180 per 7-day week

**Center Column:** 450px X 90px \* -- from \$125 per 7-day week

**Note:** The first number represents the width and the last number the height i.e. 1000px X 100px is 1000 pixels in width and 100 pixels in height.

\* The left and center columns can be any height, but the others have to use their respective heights.





**Caribbean Vibrations TV** is a weekly Entertainment and Lifestyle series that takes viewers on an informative guide to international events, celebrity lifestyle, and festivals – all with a Caribbean Vibe! Capturing the energy of the Caribbean on a global scale, **Caribbean Vibrations TV** encompasses a stylized magazine format of television, typical of primetime Entertainment News shows.

For over 10 years, **Caribbean Vibrations TV** has been a trusted source to upwards of 3 million weekly viewers as the eyes and ears of Caribbean culture around the world. Our show is comprised of 52 half-hour episodes, weekly on **OMNI 1** and **CaribVision**.

**Caribbean Vibrations TV** is the ONLY Entertainment and Lifestyle program catering to the over 25 million tourists that travel to the Caribbean every year of which 3 million are Canadian. **Caribbean Vibrations TV** turns viewers into visitors! We are well renowned for our diverse programming & a consistent presence in the media market.

**Caribbean Vibrations TV** airs 4 times weekly on **OMNI 1 TV** - Saturdays @ 5:30pm, as well as Sundays @ 12:30pm, Mondays @ 9:30am, Fridays @ 12:30pm. **OMNI 1 TV (Canada)** is available free over the air to viewers in the Greater Toronto Area, Greater Montreal Area, Southern Ontario, Calgary, Southwestern B.C. & Lower Mainland Vancouver which totals over 1 million households. It is also available to another 5 million viewers nationally across Canada via Bell & Shaw Digital Cable systems.

**Caribbean Vibrations TV** airs 5 times weekly on **CaribVision** - Saturdays @ 2:30pm and 10:30pm, Tuesdays @ 5:30pm & 11:30pm and Thursdays @ 4:00pm. **CaribVision (Caribbean/USA)** broadcasts 24/7 and currently airs over the air on cable in over 22 Caribbean territories and the US Tri-State area (New York, New Jersey & Connecticut) to over a combined 2.5 million households.

To watch previous episodes of our TV show, please visit.

[www.caribbeanvibrationstv.com](http://www.caribbeanvibrationstv.com)

#### **PARTNERSHIP PACKAGES - CARIBBEAN VIBRATIONS TV**

##### **RATE CARD - OMNI TV**

<b>AIR TIME - 15 Second Spot</b>	<b>WEEKLY (4 plays)</b>	<b>MONTHLY (4 weeks)</b>	<b>3 MONTHS (12 weeks)</b>
OMNI 1 – Saturdays @ 5:30pm	\$125.00	\$450.00	\$1250.00
OMNI 1 – Sundays @ 3:30pm	\$125.00	\$450.00	\$1250.00
OMNI 1 - Mondays @ 9:30am	\$75.00	\$200.00	\$ 600.00
OMNI 1 – Fridays @ 12:30pm	\$75.00	\$200.00	\$ 600.00
<b>OMNI 1 – All 4 Time Slots</b>	<b>\$400.00</b>	<b>\$1260.00</b>	<b>\$3500.00</b>
EVENT LISTINGS – Flyers w/Voice Over	\$100.00	\$350.00	\$1200.00

**To advertise on CaribVision add \$350/week**