

# THE REPORTER

## 2022 Media Kit

*The Port Reporter* is a not-for-profit, community-information newspaper published solely by volunteers since 2005. The paper focuses on issues relating to the St. Catharines waterfront, the preservation of our architectural and cultural heritage and encouraging residents to work together to improve our environment.

The *Port Reporter* has a print run of 8,200 with complimentary copies being delivered throughout the Port Dalhousie Ward. It is currently published three times a year, with issues in May, September and November.

Publication: Ranging from 20 - 28 pages, web offset printed on Premium 80 lb newsprint, 1/2 folded, all pages 4-colour. Single page: 11.5" W x 12" H - Double page Spread: 22.5" w x 12" H

**Ad File Requirements** Files to be sent digitally, via email to advertising.portreporter@gmail.com. JPG, PNG and PDF (Press Ready, all fonts embedded) accepted. High resolution, 300 dpi. Design assistance is available if needed (time permitting) for an additional \$100.00 artwork fee for a full design. An additional artwork fee of \$25.00 will be charged for minor design or redesign (ex. anything more than minor text changes) to the discretion of layout.

## Ad Rates

Format	Approx. Size	Price
	Sq Inches (WxH)	Colour
Business Card	( 2.25 W x 3.5 W)	\$75.00
Double Business Card	(2.5 W x 4.75 H)	\$120.00
1/4 Page	(3.75 W x 5 H)	\$155.00
1/2 Page	Horizontal (10.25 W x 4.75 H) or Vertical (5.25 W x 10.5 H)	\$325.00
3/4 Page	(7.5 W x 10.5 H)	\$425.00
Full Page	(10.25 W x 10.5 H)	\$675.00
Plus applicable taxes.		

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\*Advertisers are encouraged to double-check files to ensure all elements are correct. Submitted files will be considered proofed. The Port Reporter is not responsible in cases where a final proof is sent with errors.

## Issuance

2022 publication dates are currently set as follows: **Spring/Summer issue:** Street date: May 12th (ad deadline April 1st), **Fall issue:** Street date: Sept, 22 (ad deadline August 1) and **Winter issue:** Street date: Nov. 24 (ad deadline Oct 1). While every effort will be made to meet these dates, it is understood that there may be unforeseeable delays due to covid-19, postal or print reasons which are outside of the control of the volunteers. Should an unforeseen publication delay occur, the team will do everything within its control to publish as soon as it is reasonably possible.

Delivery pick up locations will be filled on (or around) the publication date with delivery to mailboxes occurring throughout the following week. As a volunteer run organization, the Port Reporter editorial board reserves the right to make adjustments as unknown circumstances require.

## Extras

- Commitment Discount: Repeated advertisers (from the previous year) can qualify for a 10% discount when paying for the year in full at the beginning of the year by **May 1st. If not paid by this date discount will be lost and invoiced again at full amount.**
- Special requests: Placement requests are available at an additional 25% surcharge (limited availability.)
- Double page: A double page ad may be possible pending available space and approval of the editorial board. Starting rate--\$1,500.00. Inquire for more info.
- Political ads are limited to half page size.

## Invoicing

- Payment is due immediately upon invoicing. Payment by electronic transfer is preferred and can be sent to [advertising.portreporter@gmail.com](mailto:advertising.portreporter@gmail.com). If assigning a password to the transfer, text the password to 289-213-8547..
- Checks are to be made out to the **Port Dalhousie Conservancy** and can be mailed to the Conservancy at PO Box 28049, 600 Ontario Street, St. Catharines ON, L2N 7P8.
- Checks can also be dropped off at the coordinator's house. Please email for an address.
- As a community publication run solely by volunteers, ad revenue is used for publication and delivery costs. Prompt payment by all advertisers is greatly appreciated. Payments not received within 30 days of invoicing may be charged a \$25 late fee.

**Ad Contact:** Toni Tosti-289-213-8547  
[advertising.portreporter@gmail.com](mailto:advertising.portreporter@gmail.com)



**Port Dalhousie Conservancy**  
**PO Box 28049 • 600 Ontario Street • St. Catharines ON • L2N 7P8**