



Rate Sheet

Formats

1-6 Placements (Price per issue)	6-12 Placements (Price per issue)	12-24 Placements (Price per issue)
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For colour add \$200

Black & White \$650	Black & White \$600	Black & White \$580
Black & White \$475	Black & White \$425	Black & White \$400
Black & White \$450	Black & White \$415	Black & White \$395
Black & White \$350	Black & White \$300	Black & White \$285
Black & White \$250	Black & White \$215	Black & White \$200
Black & White \$175	Black & White \$160	Black & White \$150
Black & White \$65	Black & White \$62	Black & White \$60
Black & White \$35	Black & White \$32	Black & White \$30
Earlug \$245	Earlug \$243	Earlug \$241
Banner \$324	Banner \$318	Banner \$312

Advertorial \$600

The Shilo Stag
Community Centre
CFB Shilo, MB R0K 2A0

The Shilo Stag is your **one-stop, direct link to over 1500 Canadian Forces** members and their families located at CFB Shilo, whose annual salaries paid out over **\$91 million dollars** in 2006. In addition, there are over 400 civilians working on the base as support staff, and many retired members who have remained in the community. The Shilo Stag is delivered every two weeks, to over 16 base units, all military quarters, and to the surrounding communities of Carberry, Brandon, Sprucewoods, Cottonwoods, Wawanesa, Douglas, and Minnedosa. With an audience of over 3000, The Shilo Stag provides you access and endless opportunity for your business to reach the troops with your advertising dollars.

Specifications

Circulation: 3000
Format: Tabloid - 6 columns
Column widths in inches:
1 col = 1.5"
2 col = 3.26"
3 col = 5.0"
4 col = 6.75"
5 col = 8.46"
6 col = 10.18"
Frequency: Bi-weekly
Publication dates: Every 2nd Thursday
Deadline: Thursday prior to press

Graphic files we can accept:
.jpeg, .jpg, .eps, .tiff, .pdf

CFB Shilo Demographics

Number of troops: 1507
Number of families: 520
Number of civilian workers: 440
Average readers per copy: 2
Average number of pages: 16

Reservations

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• statistics obtained through CFB Shilo PAO, & G1

1 page 6 col x 14"	3/4 page 4 col x 14"	3/4 page 6 col x 10.5"	2/3 page 5 col x 11.5"	1/2 page 3 col x 14"	1/3 page 6 col x 4.7"	1/3 page 3 col x 9.4"	1/3 page 4 col x 7"	1/4 page 6 col x 3.5"	1/4 page 2 col x 10.5"	1/4 page 3 col x 7"	1/4 page 4 col x 5"
1/8 page 2 col x 4"	1/16 page 2 col x 2"	1.5 col x 2.85"	Banner & earlug rates based on position, colour & size		6 col x 2"						

Available on front page only

Position specific = +15% (minimum \$25) Spot Colour = +\$100
Ad agency rate = \$.60/Agate Net

