

Reaching 10,000  
Métis Households

# MÉTIS VOYAGEUR

## ADVERTISING



As the voice of the Métis Nation of Ontario (MNO), the Métis Voyageur is the best vehicle for reaching one of the fastest growing demographic groups in the province. It is also a respected source of information about Métis issues and events that is used by government, business and educational institutions across Ontario.

### Rates\* for Corporations & Governments

| Size      | One Issue | Two Issues<br>(Save 10%) | Three Issues<br>(Save 20%) | Four Issues<br>(Save 30%) | Five Issues<br>(Save 40%) | Six Issues<br>(Save 45%) |
|-----------|-----------|--------------------------|----------------------------|---------------------------|---------------------------|--------------------------|
| Full page | \$1200    | \$2160                   | \$2520                     | \$2880                    | \$3600                    | \$3960                   |
| ¾ page    | \$850     | \$1530                   | \$2040                     | \$2380                    | \$2550                    | \$2805                   |
| ½ page    | \$650     | \$1170                   | \$1560                     | \$1820                    | \$1950                    | \$2145                   |
| ¼ page    | \$450     | \$810                    | \$1080                     | \$1260                    | \$1350                    | \$1485                   |
| ⅛ page    | \$250     | \$450                    | \$600                      | \$700                     | \$750                     | \$825                    |
| Listing   | \$150     | \$270                    | \$360                      | \$420                     | \$450                     | \$495                    |

### Rates\* for MNO Community Councils, MNO Citizens & other Métis Governments

| Size      | One Issue | Two Issues<br>(Save 10%) | Three Issues<br>(Save 20%) | Four Issues<br>(Save 30%) | Five Issues<br>(Save 40%) | Six Issues<br>(Save 45%) |
|-----------|-----------|--------------------------|----------------------------|---------------------------|---------------------------|--------------------------|
| Full page | \$600     | \$1083                   | \$1260                     | \$1440                    | \$1800                    | \$1980                   |
| ¾ page    | \$425     | \$765                    | \$1020                     | \$1190                    | \$1275                    | \$1402                   |
| ½ page    | \$325     | \$585                    | \$780                      | \$910                     | \$975                     | \$1072                   |
| ¼ page    | \$225     | \$405                    | \$540                      | \$630                     | \$675                     | \$742                    |
| ⅛ page    | \$125     | \$225                    | \$300                      | \$350                     | \$370                     | \$412                    |
| Listing   | \$75      | \$135                    | \$180                      | \$210                     | \$225                     | \$247                    |

### Newspaper Specs

The Métis Voyageur is a 16 to 24 page tabloid newspaper, published six times a year and printed with a 5 column grid on newsprint.

### File Submission

Please submit ads electronically in PDF format to [samb@metisnation.org](mailto:samb@metisnation.org)  
For more information contact:  
Sam Baynham at  
613-798-1488 ext. 155

*Please note that there is limited space for advertising in each issue of the Métis Voyageur, so, advertising is accepted on a first-come, first-served basis. The MNO reserves the right to not accept advertisements.*

\* Double the price for an ad to appear in full colour.  
Multiply the price by 2.5 for an ad to appear on the back cover (always in full colour).  
Rates effective as of October 13th, 2011

### 2011-12 Publishing Schedule Advertisement Sizes

Oct. 7 (ad deadline - September 1)  
Dec. 9 (ad deadline - November 1)  
Feb. 10 (ad deadline - January 3)  
April 13 (ad deadline - March 1)  
June 8 (ad deadline - May 1)  
July 13 (ad deadline - June 1)

Full page - 10" x 16"  
¾ page - 6.5" x 10.5"  
½ page - 5" x 16" or 10" x 8"  
¼ page - 8" x 5" or 2.5" x 16" or 10" x 4"  
⅛ page - 4" x 2.5" or 1.25" x 8" or 5" x 2"  
Listing (business card) - 2" X 3.5"

