

# THE LAVAL news

Chomedey - Île Paton - Ste-Dorothée  
Fabreville - Val-des-brises  
**33 500 COPIES**

## Media Kit 2012



The Laval News serves an important role in your vibrant and diverse community. I would like to commend everyone involved in the production and distribution of this publication.

The Rt. Hon. Stephen Harper, P.C., M.P.  
*Prime Minister of Canada*

You have every reason to be proud of having made this independent newspaper a quality vehicle for information and expression which has won it a loyal and lively readership along with numerous awards.

Jean Charest  
*Premier of Quebec*



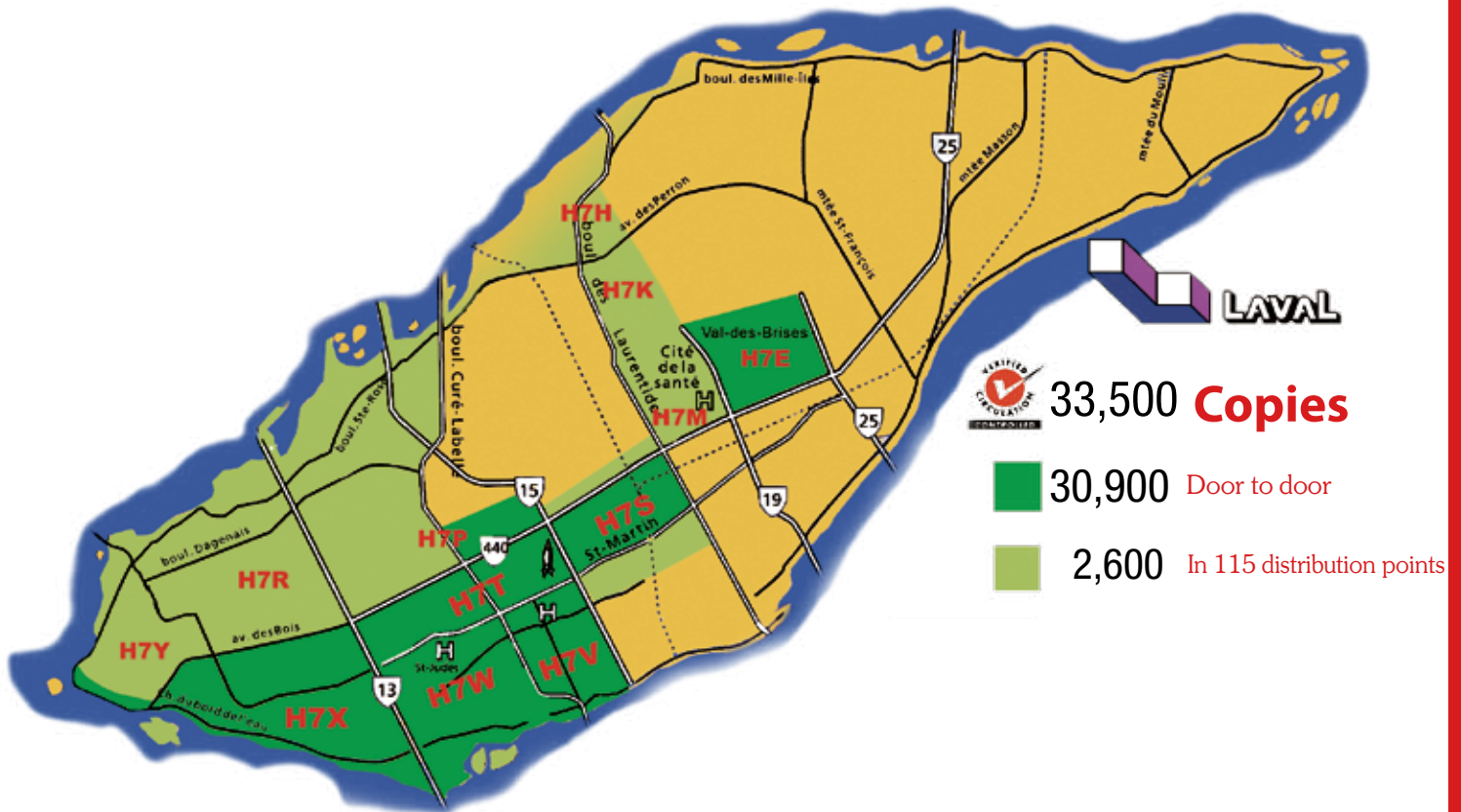
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# Circulation and Distribution Territory



## H7S, H7T, H7V, H7W, H7P, H7X, H7R, H7Y & H7E

### Primary distribution territory:

- From Bibeau Street in Ste-Dorothée up to HWY 15, including Domaine Renaud, north of St-Martin Blvd., between HWY 15 and Industrial Blvd. to the east.
- Domaine Bergerac, Fabreville.
- North of the Rivière des Prairies up to HWY 440.
- Val-des-Brises.

### Secondary distribution territory:

- Laval-sur-le-Lac, Laval les îles, Fabreville, Ste-Rose, Vimont, Auteuil, Duvernay, Val-des-Brises.

Division of **newsfirst**

3860, boul. Notre Dame, # 304, Laval QC H7V 1S1

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# Circulation

Distribution by postal code

**30,900**

## DOOR TO DOOR BY PUBLI-MAISON

(In the Following Postal Codes)

### Chomedey Area:

H7W: 11567 residences  
H7T: 5074 residences  
H7S: 1426 residences  
H7V: 1166 residences

### Ste-Dorothée Area:

H7X: 7980 residences

### Chomedey & Île Paton Area:

H7W: 821 residences

### Fabreville:

H7P: 1520 residences

### Val-des-Brises:

H7E: 982 residences

**2600**

## COPIES IN 115 DISTRIBUTION POINTS

(In the Following Postal Codes)

<b>Chomedey:</b>	H7W, H7V, H7S, H7T
<b>Ste-Dorothée:</b>	H7X
<b>Laval sur le Lac:</b>	H7R & H7Y
<b>Fabreville:</b>	H7P
<b>Ste-Rose:</b>	H7P
<b>Vimont:</b>	H7M
<b>Auteuil:</b>	H7H
<b>Duvernay:</b>	H7E
<b>Val-des-Brises:</b>	H7E

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## Rate Card 2012

### National Rate

#### Multiple insertions

0	-	3,999	.....AGATES	.....	\$1.20
4,000	-	10,000	.....AGATES	.....	\$1.14
10,001	-	20,000	.....AGATES	.....	\$1.06
20,001	-	40,000	.....AGATES	.....	\$1.00
40,001	&	more	.....AGATES	.....	0.90¢

### OTHER CHARGES

Translation\*

Plus 25% minimum \$100,00

Ad Conception\*

Plus 25% minimum \$100,00

\*Depending on complexity of ad.

### CLASSIFICATIONS

Legal Notices: \$1.20 net

Mun.- Prov.- Fed./Elections: \$1.20 net

Relig., Charitable: \$0.95 net

Position Guaranteed \*\*: Pg: 2, 3, 5, 6 (+50%)

other + 25%

\*\*if available

### COLOR

Per Color extra: \$ 250

4 Color process: \$ 650

### PAGE FORMAT

Column width: 7 Picas

Column height: 200 L Agates

Columns per page: 8

Page format: 1600 L Agates (11x15)

### NOTES

All ads are subject to publisher's approval.

Rates are subject to change without notice.

TAXES EXTRA.

### DEAD LINES

Printed	On Thursday
Day of publication	Saturday
Deadline reservation	Monday 4:00pm
Deadline material	Tuesday 4:00pm

### DIGITAL MATERIAL

Send ad material to  
[production@the-news.ca](mailto:production@the-news.ca) in pdf high quality (300 dpi)

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## 2012 Publication Dates

RESERVATION	SPECIAL SECTION	PUBLICATION DATE
January 9, 2012	Winter education programs	January 14, 2012
January 23, 2012	Winter education programs / RRSP	January 28, 2012
February 6, 2012	Valentine's (Feb. 14) / RRSP	February 11, 2012
February 20, 2012	RRSP	February 25, 2012
March 5, 2012	St. Patrick (Mar. 17)	March 10, 2012
March 19, 2012	Construction & Renovation	March 24, 2012
April 2, 2012	Passover (Apr. 7) - Easter (Apr. 8)	April 7, 2012
April 16, 2012		April 21, 2012
April 30, 2012	Mother's Day (May 13)	May 5, 2012
May 14, 2012	Victoria Day (May 21)	May 19, 2012
May 28, 2012		June 2, 2012
June 11, 2012	Father's Day (June 17) / Quebec Nat. Holiday (June 24)	June 16, 2012
June 25, 2012	Canada Day (July 1)	June 30, 2012
July 9, 2012	Welcome New Residents	July 14, 2012
August 6, 2012	Back to school	August 11, 2012
August 20, 2012	Labor Day (Sept. 3)	August 25, 2012
September 3, 2012	Rosh Hashanah (Sept. 17)	September 8, 2012
September 17, 2012	School Open house	September 22, 2012
October 1, 2012	Thanksgiving (Oct. 8)	October 6, 2012
October 15, 2012	Halloween (Oct. 31)	October 20, 2012
October 29, 2012	Winter programs / Remembrance Day (Nov. 11)	November 3, 2012
November 12, 2012	Winter programs	November 17, 2012
November 26, 2012	Winter programs	December 1, 2012
December 10, 2012	Chanukah (Dec. 9-16) / Christmas (Dec. 25)	December 15, 2012

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JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE																																																																																																																																																																																																																																																												
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