

Services from business cards to faxes

More goes on behind the doors at 74 Bridge Street, Lakefield than you may imagine! We are the go-to business for many local people who require basic print and office assistance.



Business cards

500 Business Cards
Black & White ~ \$39.99
Full Colour ~ \$49.99
Includes Basic layout on glossy white card stock

Fax Service

Send Your Fax
\$1.00 per page Local
\$1.50 per page Long Distance
\$1.25 per page to Receive Your Fax

Photocopies

Black & White
8 1/2" X 11" ~ .10 per copy (one side)
8 1/2" X 14" ~ .15 per copy (one side)
11" X 17" ~ .35 per copy (one side)
Colour
8 1/2" X 11" ~ .49 per copy (one side)
8 1/2" X 14" ~ .49 per copy (one side)
11" X 17" ~ .99 per copy (one side)

Laminating

Business Card Size ~ \$1.75 ea.
8 1/2" X 11" ~ \$2.00 ea.
8 1/2" X 14" ~ \$2.75 ea.
Menu or Poster Size ~ \$3.50 ea.

Typesetting

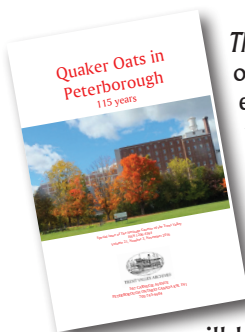
The Lakefield Herald offers typesetting services. Please phone or stop by our office for a comprehensive quote.

Commercial Printing and partnerships



You may not know it, but you are probably familiar with our commercial print work. Our clients include Non-Profit Organizations, Government Agencies, Schools and Area Businesses. With decades of experience in the publishing industry our associations allow us to acquire the absolute best pricing available for web or off-set press work.

The sky is the limit when it comes to options regarding commercial print work. *The Lakefield Herald* can provide the best possible price for your printing needs and we can work with your business or organization from concept to completion.



The Lakefield Herald uses only the latest computer software to ensure that your publication depicts the professionalism that your organization demands. *The Herald* understands that technology is ever changing and staying current is not only a luxury, but a necessity. In a world of desktop publishers, rest assured your project will be in the hands of seasoned professionals who understand the printing business.

If there is special event that you would like to promote, but find your budgets restrict your marketing capabilities Fear Not! Partner with the *Lakefield Herald* sales team. We have a proven track record in joint advertising ventures.



The Lakefield Herald is proud to use local services whenever possible. Shop Local and we all win!

Advertising with the Lakefield Herald

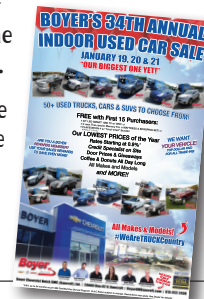


Advertising with the *Lakefield Herald* is an economical and effective way to promote your business or event. *The Herald* is a paid weekly publication which is distributed via Canada Post to your mail box.

The frequency of *The Herald* combined with its loyal readership base promises that your advertising message will be welcomed into the homes of your friends and neighbours.

Whether you are planning a one time event or are looking for a comprehensive advertising campaign...

Give The Herald a Call!



AGATE LINE RATES / EFFECTIVE OCTOBER 2008
RETAIL ADVERTISING

DISCOUNTS	NON-PROFIT PREPAID 25%	3 TO 7 INSERTIONS 15%	8 TO 12 INSERTIONS 18%	13 PLUS INSERTIONS 21%	MULTIPLE PAGE SECTIONS PRICE ON REQUEST
LINE RATE: .59 Per Agate Line (All Prices Are Net)					

RETAIL DISPLAY MODULAR RATES					
RATES PER WEEK	CASUAL	3 WEEKS	8 WEEKS	13 WEEKS	
FULL PAGE	703 ⁵⁰	597 ²⁸	576 ²⁷	555 ⁷⁷	
1/2 PAGE	362 ²⁵	307 ²²	297 ²⁵	286 ¹³	
1/4 PAGE	183 ⁷⁵	156 ¹³	150 ²⁸	145 ¹⁶	
1/6 PAGE	126 ⁶⁶	107 ¹³	103 ³²	99 ⁵⁴	
1/8 PAGE	84 ³⁶	71 ¹⁶	68 ²⁸	66 ²⁶	
1/12 PAGE	68 ²⁵	60 ¹⁴	55 ²⁷	53 ³²	
1/24 PAGE	36 ⁷⁵	31 ²⁴	30 ¹⁴	29 ³²	
1/48 PAGE	18 ³⁰	16 ²⁷	15 ³⁰	14 ²⁸	

PROCESS COLOUR	
1/4 PAGE.....	25 ⁰⁰
1/2 PAGE.....	50 ⁰⁰
FULL PAGE.....	100 ⁰⁰
GUARANTEED POSITION 10% (if available)	
MECHANICAL / MATERIAL SPECIFICATION	
REGULAR DISPLAY FORMAT	
Tabloid 6 col X 220 - 1320 lines	
1 col.	2 col.
3 col.	4 col.
5 col.	6 col.
1 line	2 line
5"	6 1/2"
8 1/2"	10 1/2"

WEB ADVERTISING RATES	
HOME PAGE	
TOP BANNER	95 ⁰⁰ / MONTH • 250 ⁰⁰ / 3 MONTHS • 1000 ⁰⁰ / 12 MONTHS
CENTRE BLOCK	
50 ⁰⁰ / MONTH • 135 ⁰⁰ / 3 MONTHS • 500 ⁰⁰ / 12 MONTHS	
RIGHT SIDE BLOCK	
35 ⁰⁰ / MONTH • 95 ⁰⁰ / 3 MONTHS • 350 ⁰⁰ / 12 MONTHS	
INSIDE PAGES	
20 ⁰⁰ / MONTH • 45 ⁰⁰ / 3 MONTHS • 150 ⁰⁰ / 12 MONTHS	
www.lakefieldherald.com	



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Email: ads@lakefieldherald.com
www.lakefieldherald.com

Lakefield
Herald

Subscription Form

Name _____
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email _____
Visa or Master Card # _____ Exp Date _____

One Year.....\$45
Two Years.....\$88
Three Years..\$117
52 editions per year ~ GST Included

The Lakefield Herald accepts Visa, Master Card, Personal Cheques or Cash



74 Bridge Street, PO Box 1000, Lakefield Ontario K0L 2H0
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lives every week of the year.

The Lakefield Herald prides itself on community involvement. Our support of non-profit organizations, school activities and athletics can be seen throughout the pages of *The Herald* in every edition. We believe that dedicated members of the community deserve recognition for the time they serve and the sacrifices they make to improve our quality of life.

Delivered to 2,000 homes weekly, *The Lakefield Herald* coverage area includes the Townships of Selwyn, Douro-Dummer, Trent Lakes as well as North Kawartha. *The Herald* has media representation at every regularly scheduled council meeting within these municipalities assuring that you stay informed (North Kawartha occasionally).

The Lakefield Herald values community input in every aspect of the publication. Without our thousands of devoted readers submitting pictures, stories and ideas, it would be extremely difficult to fill our pages every week. *The Herald's* talented freelance writers go above and beyond the call of duty to report on stories and people that would otherwise go unnoticed.

The Lakefield Herald is a member of the Ontario Community Newspaper Association as well as the Canadian Community Newspaper Association. These organizations keep *The Herald* in touch with the industry and allow *The Herald* to offer a multitude of services.

The Lakefield Herald believes that community newspapers are an important component in building partnerships.

A little about the Lakefield Herald...

The Lakefield Herald is a locally owned and operated newspaper dedicated to serving the East Kawarthas since 2002. Our commitment to the community is unsurpassed as we live, work and shop within the borders of our readership area.

The editorial content within this respected weekly publication is local, local, local! *The Lakefield Herald* strives to deliver the news, sports, human interest stories and events that affect your



Lakefield Herald

INSIDE THIS WEEK: Douro-Dummer 827 runners participated in the fundraising marathon for Community Care
Kms for Care
Authors for Indies
Selwyn Council eliminates prayer
Dean Del Mastro appears in Lindsay court, final sentencing set for June



Former Conservative MP Dean Del Mastro appeared in court on April 25 in London, Ontario, facing a minimum penalty of 1 year in jail and \$6,000 fine. He is a former Parliamentary Secretary to Prime Minister Stephen Harper. He was convicted last October of violating the Canada Elections Act during the 2008 election. After he was found guilty he resigned from the House of Commons. He has appeared in court several times since he is to be sentenced in Poughkeepsie, New York. He is a former Parliamentary Secretary to Prime Minister Stephen Harper. He was convicted last October of violating the Canada Elections Act during the 2008 election. After he was found guilty he resigned from the House of Commons. He has appeared in court several times since he is to be sentenced in Poughkeepsie, New York.

Discover your place at LCS! Join Us at Open House Saturday, May 2 at 10:00 am
www.lcs.on.ca/openhouse
LAKEFIELD COLLEGE SCHOOL
Learn about Financial Aid/Scholarships \$5,000 awarded annually
Discover our Advanced Placement, academic, support, enrichment, athletic and extracurricular programs
Now accepting inquiries for 2014/15 - Grades 9 through 12

Locally Owned and Operated since 2002

74 Bridge Street
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