

RATE CARD

2026-2027



sales@cumberlander.ca

ADVERTISING RATES

OPEN RATE

\$22

PER COLUMN INCH

COLOUR

+\$5

PER COLUMN INCH

- ✱ Colour is limited to two designated pages, making availability scarce.
- ✱ Minimum ad size for B&W or full colour is 3 column inches.



What's a column inch?

The Cumberlander uses a five-column grid, with each column just over 2 inches wide.

Ad space is priced by column inch: multiply the number of columns your ad spans by its height in inches.

For example, an ad about 4" wide x 5" high spans two columns:

2 columns x 5 inches = 10 column inches

At our \$22 open rate, that ad would cost \$220 before any colour or premium charges.

FREQUENCY RATES

Commitment	Discount	Effective Space Rate (per column inch)
1 issue	—	\$22.00
3 issues	5%	\$20.90
6 issues	10%	\$19.80
12 issues	15%	\$18.70



COMMIT TO CONSECUTIVE ISSUES AND SAVE ON THE OPEN RATE

Colour, category exclusivity and premium placement charges are calculated separately.

Billing is monthly, not up front.



CATEGORY EXCLUSIVITY

+25%

OF THE OPEN RATE (\$22 CPI)

- ☀ Guarantees that no other advertiser from the same agreed business category will appear in that issue.

Available on ads of 20 column inches or larger, subject to availability and publisher approval.

EXAMPLE: A residential real estate brokerage may reserve its category so no competing residential brokerage appears in the same issue.

PREMIUM PLACEMENT

Position	Placement Premium
FRONT PAGE	+50%
BACK PAGE	+25%

- ☀ Guaranteed placement in two high-visibility locations.

FRONT PAGE: One advertising position, subject to availability and publisher approval.

BACK PAGE: Guaranteed back page placement. The page may include other advertisers.

Premium placement does not include category exclusivity. The two may be combined where available.

Placement premiums are calculated on the open rate.

Premium placement may be reserved for up to three consecutive issues, subject to availability.

HOW PRICING WORKS

- ☞ Start with the open rate: \$22 per column inch.
- ☞ Apply any applicable frequency discount.
- ☞ Add \$5 per column inch for colour, if applicable.
- ☞ Add category exclusivity premium, if applicable.
- ☞ Add premium placement charge, if applicable.

OTHER ADVERTISING OPTIONS

INSERTS

Available by quote.

AD DESIGN & CREATIVE SERVICES

Available. Please inquire.