

Ad Rates & Information Guide

PRINT & ONLINE COUPON ADVERTISING



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mr.print
your print copy centre

Advertising Rates per Issue.

All ads are full colour process on gloss text paper. **Artwork is included** in your cost and coupons are also posted online. Pricing and conditions may be subject to change. Taxes extra.

<u>Coupon</u>	<u>Ad Size</u>	<u>Rate</u>	<u>2X rate</u>	<u>4X Rate</u>
Single	5.625" x 2.625"	\$275	\$250 ea	\$225 ea
Double	5.625" x 5.625"	\$550	\$500 ea	\$450 ea

Advertising Deadlines

Jan 10, 2012

March 13, 2012

May 15, 2012

July 10, 2012

September 11, 2012

Publication Dates

Jan 26, 2012

March 29, 2012

May 31, 2012

July 26, 2012

September 27, 2012

Ad Specs: if you are sending your own artwork, please send press ready PDFs, in CMYK format, all images flattened. High resolution required (300 DPI minimum). Call us if you have any questions.

To reserve your ad space contact
Norm Clifton 613.967.9553
email: norm@QuinteCoupons.ca



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Who are we?

- Your print, copy and advertising “Go-To” people!
- We have served the Quinte area for over 15 years.
- Locally owned & operated (a division of **Mr. Print Canada Inc.**)

What we offer?

- Low cost printed coupons and flyer advertising for local businesses.
- Professionally designed ads.
- Published and distributed in print and online versions.

Print Version and Distribution

- A large Full Colour Glossy insert sheet.
- Inserted into the **Belleville Intelligencer & Community Press**.
- Produced and distributed bi-monthly.
- Reaches 20,000 homes in the immediate Belleville area.

Online Version - 24 hours - 7 days a week

- Printable coupons available online at www.QuinteCoupons.ca
- Includes clickable links to your website.
- We are on [Facebook](#).

P.O.S. Advertising Material

- Free window display signage, promoting your coupons.
- Running a contest or promotion? We can help you advertise it and provide you with more signage, entry ballots and boxes.

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What are The Benefits?

- A. Increase your market share and build brand recognition.
- B. Entice new customers to try you, customers that may have been shopping at your competitor.
- C. Coupons attract new residents when they are actively in the market for your products and services.
- D. Coupons will bring back old customers, giving them a good reason to return.
- E. When you offer a special “deal” on a coupon, you have to remember that this same customer will probably end up buying additional items that carry a full profit margin.
- F. Coupons build store traffic which result in additional impulse purchases.
- G. Coupons are measurable and accountable.

Check our website for tips on effective Coupon Advertising.

20,000 Print Distribution

Belleville North-East	3,370	Belleville RR 5	996
Belleville South-East	2,945	Belleville RR 6	331
Belleville North-West	3,786	Cannifton	262
Belleville South-West	2,937	Corbyville	600
Belleville Apartments	1,879	Foxboro	791
Montrose	521	Plainfield	518
Belleville RR 2	334	Misc.	355+
Belleville RR 4	375		

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