

# Christmas in Tecumseh

Includes print and distribution to  
140,699 households through:

**The Windsor Star** on Saturday, November 29, 2014  
delivered to 46,644 subscribers &

**The Star Review** on Friday, November 28, 2014  
delivered to 94,055 additional households

**Booking Deadline: Thursday, October 30**  
**Finished ads to complete: Friday, November 21**

7-2-SN1 WS Nov. 29  
7-2-SN1 SR Nov. 28

*Christmas  
is for kids...  
...big and small!!!*

To view a copy of last year's 32 page section, please go to:  
[www.windsorstarservices.ca/ChristmasInTecumseh/index.html](http://www.windsorstarservices.ca/ChristmasInTecumseh/index.html)

special minimum 24 page tabloid section  
brought to you by:



**THE WINDSOR STAR**  
[windsorstar.com](http://windsorstar.com)

# Christmas in Tecumseh

advertising options

**FULL Colour included in pricing!**

**50% SAVINGS** To encourage greater participation your Tecumseh BIA has subsidized this feature reducing the rates by more than 50%

**Option #1**  
**FULL PAGE**

8 col x 160 lines  
(10" w x 11.43" d)

**\$1,545**

Reg. Rate:  
**\$3,495**

**Option #2**  
**3/4 PAGE**

6 col x 160 lines  
(7.455" w x 11.43" d)

**\$1,166**

Reg. Rate:  
**\$2,621**

**Option #3**  
**1/2 PAGE**  
**HORIZONTAL**

8 col x 79 lines  
(10" w x 5.64" d)

**\$767**

Reg. Rate:  
**\$1,764**

**Option #4**  
**1/2 PAGE**  
**VERTICAL**

4 col x 160 lines  
(4.91" w x 11.43" d)

**\$767**

Reg. Rate:  
**\$1,764**

**Option #5**  
**1/4 PAGE**

4 col x 79 lines  
(4.91" w x 5.64" d)

**\$468**

Reg. Rate:  
**\$882**

**Option #6**  
**1/8 PAGE**

4 col x 39 lines  
(4.91" w x 2.79" d)

**\$190**

Reg. Rate:  
**\$440**

## Print. Online. We Have You Covered!

- ▶ The Windsor Star is Canada's Number 1 metro newspaper in print and online readership per capita
- ▶ windsorstar.com consistently reaches an average of more than 266,000 unique visitors each and every month, making this by far the strongest local website in the region
- ▶ Advertising in this feature will target your message to **95% of households in Windsor & Essex County**. The Windsor Star edition of your ad will reach 184,300 readers and The Star Review edition of your ad will be delivered to 95,000 households
- ▶ With Zoom to My Ad and Zoomble, your ad will receive additional ad impressions on windsorstar.com
- ▶ An interactive version of this section, including all display ads and links to advertiser websites, will be published on windsorstar.com in the right rail (right hand column) under special features for a minimum of 7 days and will also be posted online under special features for a period of 2 months

### participation agreement

YES, our company would like to take part in this unique promotional opportunity. We will purchase space in the Christmas in Tecumseh tabloid special section publishing in The Windsor Star on **Saturday, November 29, 2014** and in The Star Review on **Friday, November 28, 2014**. Our company's total advertising investment will be \$ \_\_\_\_\_ plus HST based on Option # \_\_\_\_\_ on the above Option Form.

Resources are available at The Windsor Star to provide layouts and copy-writing service free of charge.

### billing information

Company Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_  
 Contact for follow-up: \_\_\_\_\_ Title: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Booking Deadline: **Thursday, October 30, 2014** Material Deadline: **Friday, November 21, 2014**

## BONUS SPACE!

We will feature items of your choice FREE when you buy a 1/2 page or more.  
 full page = 4 feature items  
 3/4 page = 3 feature items  
 1/2 page = 2 feature items