

Step 1: CHOOSE YOUR AD(S)

PRINT AD OPTIONS

- Make a splash with a colour ad, or save a little money with a black & white ad.
- As the table indicates you can save money by advertising with us more than once!

SEE PAGE 5
FOR AD VISUALS
& DIMENSIONS

| Ad Type | Book 1 Month | Book 3 Months Save 5% per month! | Book 6 Months Save 10% per month |
|-------------------|-----------------------------------|-------------------------------------|-------------------------------------|
| BOX ADS | BLACK & WHITE / COLOUR | BLACK & WHITE / COLOUR | BLACK & WHITE / COLOUR |
| 1/16 Teaser Box | 100 / 130 | 95 / 120 | 90 / 115 |
| 1/4 Page Box | 350 / 475 | 330 / 450 | 315 / 425 |
| 1/2 Page Box | 650 / 900 | 615 / 855 | 585 / 810 |
| 3/4 Page Box | 900 / 1250 | 855 / 1185 | 810 / 1125 |
| Full Page Box | 1185 / 1625 | 1125 / 1540 | 1065 / 1460 |
| STRIP ADS | BLACK & WHITE / COLOUR | BLACK & WHITE / COLOUR | BLACK & WHITE / COLOUR |
| 1/8 Page Strip | 190 / 250 | 180 / 235 | 170 / 225 |
| 1/4 Page Strip | 350 / 475 | 330 / 450 | 315 / 425 |
| BACK COVER | 1800 (COLOUR ONLY) | 1710 (COLOUR ONLY) | 1620 (COLOUR ONLY) |

WEB & APP AD OPTIONS

- theovercast.ca gets over 71,000 unique readers a month.
- We publish 3-4 varied stories per weekday (not too few, not too many!)



| Ad Type | Duration | Price |
|--|--------------|------------|
| WEB ADS | | |
| Big Box Sidebar Ad (300 px wide by 250px tall) | WEEK / MONTH | 195 / 725 |
| Leaderboard Header ad (728px wide by 90px tall) | WEEK / MONTH | 295 / 1100 |
| Large rectangle "in-article" web ad * (336px wide by 230px tall) | WEEK / MONTH | 495 / 1875 |
| APP ADS | | |
| Large Banner Footer Ad (320px wide by 100px tall) | WEEK / MONTH | 225 / 850 |
| Interstitial Ad (336px wide by 230px tall) | WEEK / MONTH | 295 / 1100 |
| Large rectangle "in-article" web ad * (320px wide by 480px tall) | WEEK / MONTH | 495 / 1875 |



* Your large rectangle "in-article" ad will appear beneath the second paragraph of 50% of one week's articles, ensuring tens of thousands of views a week. Best ad deal in town!

TERMS

15% tax will be added to our ad prices. Ad cancellations must be stated 5 days before the ad is scheduled to print. Otherwise the advertiser assumes liability for the cost of the ad space booked. Clients must honour the Long Term Commitment discount. Invoices not paid within 30 days may be subject to a 3% service charge per month. In cases where a client submits a potentially controversial ad, The Overcast reserves the right to not publish it. Clients assume all Liability for the content of their ads.

Step 2: CHECK YOUR ELIGIBILITY FOR A DISCOUNT

DEALS & DISCOUNTS

1

WEB AD TACK ON

Any time you buy a print ad in The Overcast, you can tack on a 1-week web Big Box Sidebar Ad for a mere \$75. That's a \$195 Big Box Sidebar ad for only \$75!



2

10% OFF FOR NEW BUSINESSES, NEW PRODUCTS, AND NOT-FOR-PROFITS

We offer a 10% discount to not-for-profits, newly launched businesses, and "old" businesses launching a new product or service. "New" means your business or new product/service was launched within the last 3 months.

3

LONG TERM COMMITMENT DISCOUNT

Book 3 ads at once, to run within 1 year, and save 5% off each ad.
Book 6 ads and save 10% off each ad.

Step 3: BOOK YOUR AD

HOW TO BOOK AN AD

To book an ad with The Overcast, email ads@theovercast.ca.

BOOKING DEADLINES:

Our booking deadline for print ads is the 20th of every month, as an example, an ad for June's issue must be booked by May 20th. We can occasionally accommodate late bookings. Web ads can be booked at anytime.

AD SPECS:

See page 5 for ad dimensions. Colour Ads should be CMYK, and black and white ads grey scale. We prefer and suggest you submit Hi-res TIFF or PDF files, up to 10 megabytes.

GET MORE BANG FOR YOUR ADVERTISING BUCK

with our award-winning paper.



ONE AD TO REACH EVERY AUDIENCE

The Overcast has the broadest audience your money can buy. All age groups and demographics read The Overcast, particularly those engaged with local food, culture, and events. 1 in 3 people in the greater St. John's area are avid readers of The Overcast.

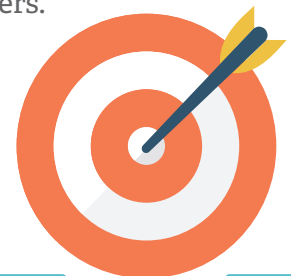
A MONTH-LONG BANG FOR YOUR BUCK

We're a monthly, so your ad with us will last an entire month, not just a day. At some point, our 70,000+ readers will see your message.



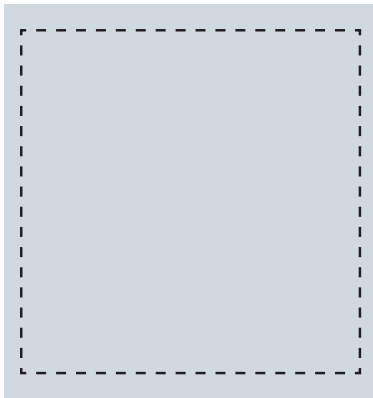
WE TREAT YOUR AD LIKE CONTENT

Our ad shapes were designed to blend seamlessly with content to ensure your ad will be seen and absorbed by readers.

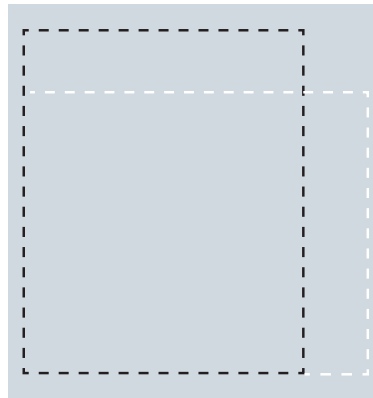


UNLIMITED REACH

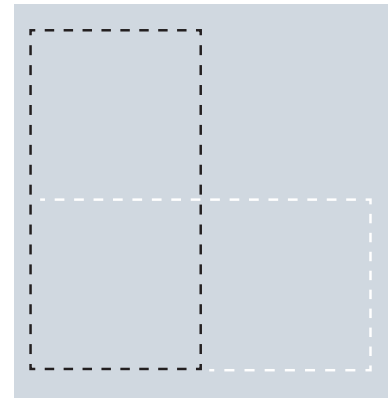
We're a free paper, so the reach of an ad in The Overcast is not limited to a subscription base or paying readers. We have 150 racks in St. John's, Mt Pearl, Torbay, CBS, and in select locations throughout the province.



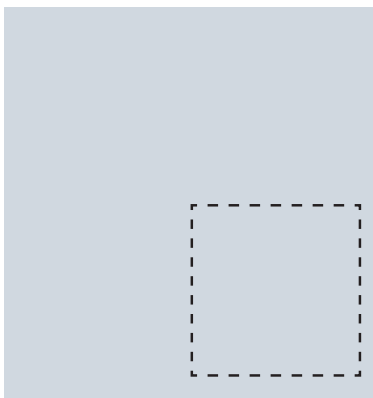
FULL PAGE BOX
10.125" Wide x 10.5" High



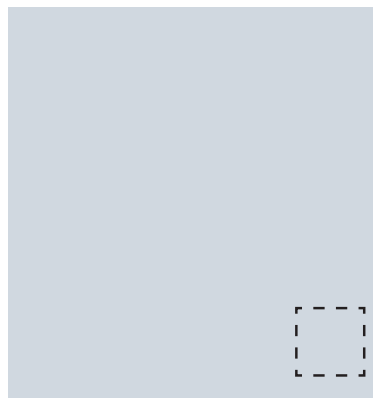
3/4 PAGE BOX
7.5" Wide x 10.5" High (Vertical)
10.125" Wide x 7.5" High (Horizontal)



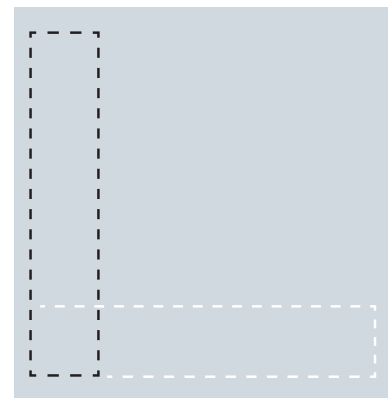
1/2 PAGE BOX
5" Wide x 10.5" High (Vertical)
10.125" Wide x 5.125" High (Horizontal)



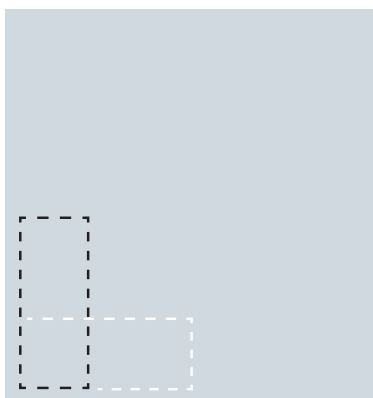
1/4 PAGE BOX
5" Wide x 5.125" High



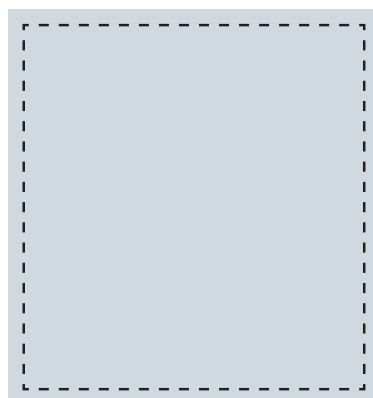
1/16 PAGE BOX
2.4" Wide x 2.4" High



1/4 PAGE STRIP
2.4" Wide x 10.5" High (Vertical)
10.125" Wide x 2.4" High (Horizontal)



1/8 PAGE STRIP
2.3" Wide x 5.125" High (Vertical)
5" Wide x 2.5" High (Horizontal)



BACK COVER
10.125" Wide x 11" High