

# the Aurora

## Aurora Newspaper fall 2017 promotions

Contact | [auroramarketing@ns.aliantzinc.ca](mailto:auroramarketing@ns.aliantzinc.ca) 902-765-1494 local 5833

### Seasonal Savings

Treat your customers and encourage new business with a coupon redeemable at your business. A discount off a featured product or service? A BOGO event?

- 2 columns by 25 agate lines (3.25 inches by 1.75 inches)
- **Full colour**
- \$42.50 plus tax
- Will appear in Autumn Deals September 11 issue
- **Deadline September 7 noon**



### Fall Frolic

Multi-page spread featuring photos and features on all things seasonal: outdoor living, recipes, consumer trends. Captures fall fun dates and the Thanksgiving long weekend.

- **Full colour**
- Book one week, save 10 per cent
- Commit to all three weeks, save 15 per cent
- Any ad, any size
- **Issues**  
**September 25 (deadline September 21, noon)**  
**October 2 (deadline September 28, noon)**  
**October 9 (deadline October 5, noon)**



### Fire Prevention Week

Join the community in marking Fire Prevention Week October 8 to 14. Sponsor a bilingual fire safety tip on behalf of 14 Wing Greenwood Fire & Emergency Services. Feature will appear in the October 9 issue.

- **Full colour**
- \$45 plus tax
- **Deadline October 5 noon**



### Business booster

- \$260 plus tax – black and white (save \$43)
  - \$300 plus tax – colour (save \$43)
- Five weeks of advertising, including four weeks featuring your business card (2 columns by 28 agate lines/ 3.25 inches by 2 inches) AND one larger display space (4 column by 45 agate lines/ 6.625 inches by 3.25 inches)

### Remembrance Day feature

Join the community in marking Remembrance Day, with special features and stories. Feature will appear in the November 6 issue.

- Banner ad \$40 plus tax OR
- Any ad, any size at 85 cents per agate line per column
- **Colour**
- **Deadline November 2 noon**



### Colouring contests

Have some fun and sponsor a seasonal colouring contest! We'll provide the art, ballot box and contest management service; you provide three \$15 gift cards for prizes and information for your anchor ad. Entries will be dropped off by participants in the contest period at your location, or at The Aurora Newspaper office. Winners will be announced in a subsequent Aurora, with your logo included.

- **Black and white**  
Total space 4 columns by 157 lines includes art (two-thirds) and your anchor ad (one-third: 4 columns by 52 agate lines/ 6.625 inches by 3.75 inches). Regular cost \$156; your cost \$111 plus tax
- **Colour**  
Total space 4 columns by 157 lines includes art (two-thirds) and your anchor ad (one-third: 4 columns by 52 agate lines/ 6.625 inches by 3.75 inches). Regular cost \$176.80; your cost \$131.80 plus tax.
- **Available:**  
Fire Prevention  
Halloween



### Services & trades

Join our business card directory:

- **Black and white**
- 2 columns by 25 agate lines/ 3.25 inches by 1.75 inches
- Six week commitment \$189 plus tax (regular line rate = \$225 – about a 16 per cent savings) OR
- Single insertion \$37.50 plus tax
- **Colour**
- Six week commitment \$214 plus tax (regular line rate = \$255 – about a 16 per cent savings) OR
- Single insertion \$42.50 plus tax



For standard ad sizes and dimensions, visit [www.auroranewspaper.com](http://www.auroranewspaper.com)