

the Aurora

Aurora Newspaper fall 2018 promotions

Contact | auroramarketing@ns.alianzinc.ca 902-765-1494 local 5833

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**
 - October 1 (deadline September 26, noon)
 - October 8 (deadline October 3, noon)
 - October 16 (deadline October 10, noon)



Fire Prevention Week

Join the community in marking Fire Prevention Week October 7 to 13. Sponsor a bilingual fire safety tip on behalf of 14 Wing Greenwood Fire & Emergency Services. Feature will appear in the October 8 issue.

- **Full colour**
- \$45 plus tax
- **Deadline October 4 noon**



Business booster

- \$305 plus tax – black and white (save \$58)
 - \$340 plus tax – colour (save \$64)
- 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 5 issue.

- Banner ad \$45 plus tax OR
- Any ad, any size at \$1 per agate line per column
- **Colour**
- **Deadline October 31 noon**



Shop local this Christmas

Multi-page spread featuring photos and features on all things seasonal: outdoor living, recipes, consumer trends. Captures Black Friday sale dates (November 23) and four full weeks of the busiest retail season of the year.

- **Full colour**
- Book one week, save 10 per cent
- Commit to all four weeks, save 20 per cent
- Any ad, any size
- **Deadline** Thursday noon before each issue
 - November 19 (deadline November 14 noon),
 - November 26 (deadline November 21 noon),
 - December 3 (deadline November 28 noon),
 - December 10 (deadline December 5 noon) issues



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 \$225 plus tax (regular line rate = \$270 – about a 16 per cent savings) OR
- Single insertion \$45 plus tax
- **Colour**
- Six week commitment \$250 plus tax (regular line rate = \$300 – about a 16 per cent savings) OR
- Single insertion \$50 plus tax



For standard ad sizes and dimensions, visit www.auroranewspaper.com