



# LOOKOUT

NEWSPAPER

CFB Esquimalt  
PO Box 17000 Stn Forces  
Victoria, BC V9A 7N2

## ADVERTISING RATES 2010

The Lookout keeps the more than 4,000 Canadian Forces personnel serving with Canada's Navy on the West Coast well informed each week. As a weekly community newspaper for CFB Esquimalt, it also reaches the families of serving members, and the more than 2,000 civilian employees who work in support roles on the Base. Bonus distribution to the Royal Canadian Legions and community drop boxes.

### FULL COLOUR Display

display line rate:  
\$16 per column inch

*ask about our frequency discount*

### FLYER Distribution

\$200 per 4,000 flyers, (customer supplied)

*ask about our rates for flyer creation*

*We require a **signed contract** with all our advertisers before the ad will run.*

**Our printed image is 10.25" x 13.5"**

### BLACK AND WHITE Display

display line rate:  
\$13 per column inch

*ask about our frequency discount*

### CLASSIFIED Display

display line rate:  
\$8.50 per column inch

*ask about our frequency discount*

### NOT-FOR-PROFIT Display

display line rate:  
\$8.50 per column inch

### Other **Great Advertising Opportunitites** To Reach The Military Community:

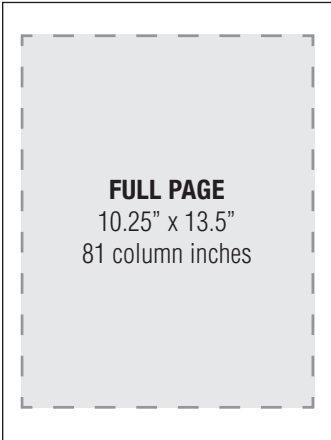
- national advertising in 16 base newspapers
- arena sign boards in CFB Esquimalt's Wurtele Arena
- join the Military Discount Program
- advertise in the yearly Base Information Guide
- advertise in the quarterly Activity Guide
- website advertising

*For more information  
call*

*250-363-3372*

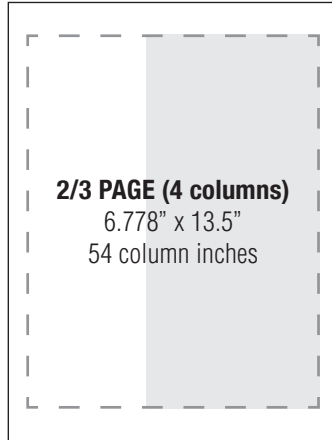
*melissa.atkinson@forces.gc.ca*

*www.lookoutnewspaper.com*



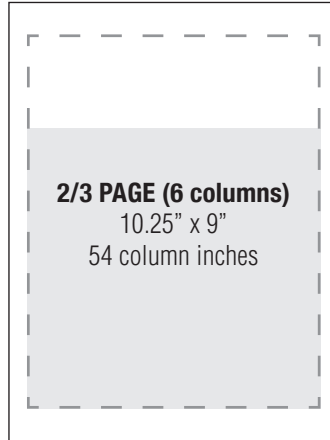
**FULL PAGE**  
10.25" x 13.5"  
81 column inches

**Black & White \$1,053**  
**Colour \$1,296**



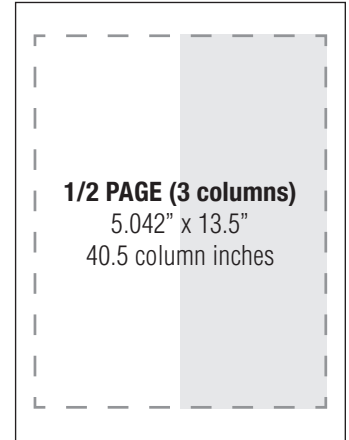
**2/3 PAGE (4 columns)**  
6.778" x 13.5"  
54 column inches

**Black & White \$702**  
**Colour \$864**



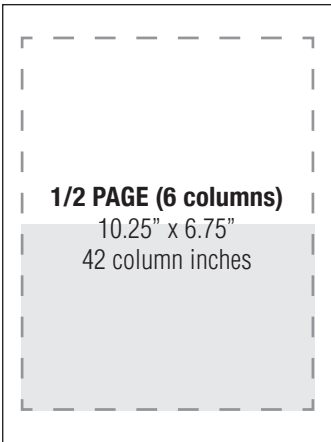
**2/3 PAGE (6 columns)**  
10.25" x 9"  
54 column inches

**Black & White \$702**  
**Colour \$864**



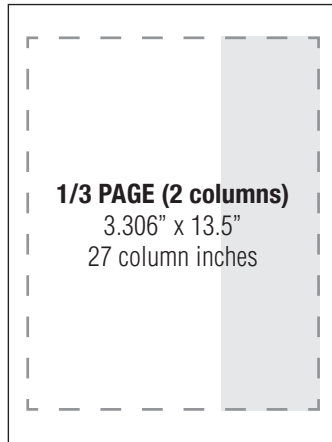
**1/2 PAGE (3 columns)**  
5.042" x 13.5"  
40.5 column inches

**Black & White \$526.50**  
**Colour \$648**



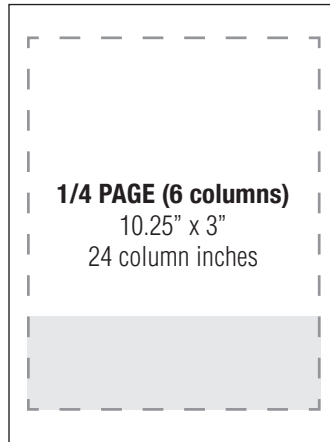
**1/2 PAGE (6 columns)**  
10.25" x 6.75"  
42 column inches

**Black & White \$546**  
**Colour \$672**



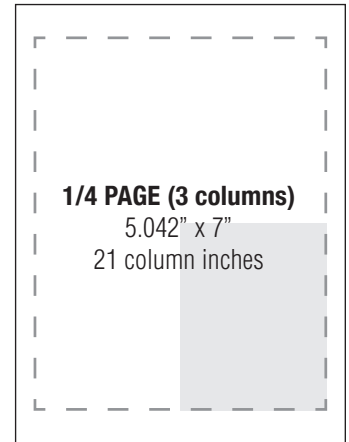
**1/3 PAGE (2 columns)**  
3.306" x 13.5"  
27 column inches

**Black & White \$351**  
**Colour \$432**



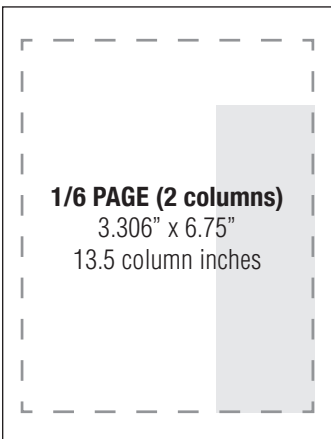
**1/4 PAGE (6 columns)**  
10.25" x 3"  
24 column inches

**Black & White \$312**  
**Colour \$384**



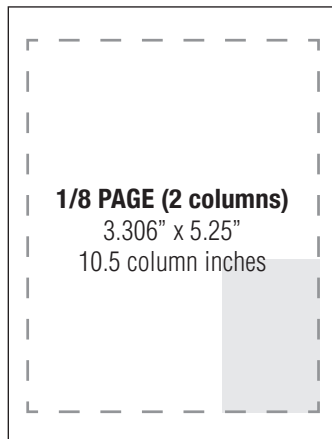
**1/4 PAGE (3 columns)**  
5.042" x 7"  
21 column inches

**Black & White \$273**  
**Colour \$336**



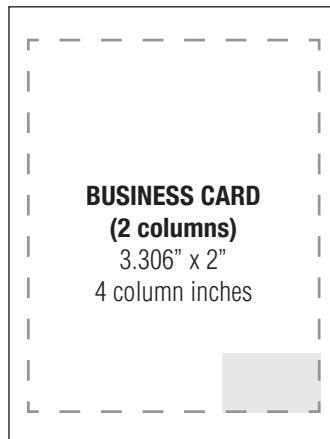
**1/6 PAGE (2 columns)**  
3.306" x 6.75"  
13.5 column inches

**Black & White \$175.50**  
**Colour \$216**



**1/8 PAGE (2 columns)**  
3.306" x 5.25"  
10.5 column inches

**Black & White \$135.50**  
**Colour \$168**



**BUSINESS CARD**  
**(2 columns)**  
3.306" x 2"  
4 column inches

**Black & White \$52**  
**Colour \$64**

### FREQUENCY DISCOUNTS

- 13 weeks 10%
- 26 weeks 15%
- 52 weeks 20%

Prices based on:

- \$13 per column inch for black and white
- \$16 per column inch for colour