

# LE TOUR

**RATE SHEET • 2021.3**  
AND ADVERTISING FORMATS

**LE TOUR** is 38 years old and its mission has always been to bridge the gap between businesses, citizens and tourists and to put forward the region's history and the burgeoning arts and culture community of Sutton and the area.

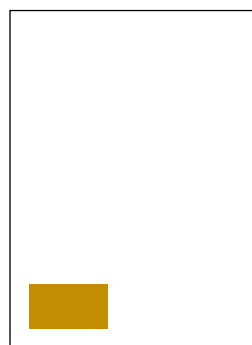
The paper is published **4 times a year** and is distributed for free. **LE TOUR** is printed in a 10 x 14 inches format and is in full colour. **10 000 copies** are printed in the summer and fall and **8 000 copies** in the spring and winter.

- Around 6,000 copies are sent through the mail to the residents in **Abercorn, Dunham, Frelighsburg, Stanbridge East, Sutton and West Brome**.
- The remainder of the copies are distributed in drop points such as visitor information centres and strategic areas (tourist areas and enterprises, professional offices, convenient stores, cafes, galleries, libraries, etc.) in the above-mentioned towns as well as in **Bedford, Bromont, Cowansville, Lac-Brome and St-Armand**, (see points of distribution on our Web site).

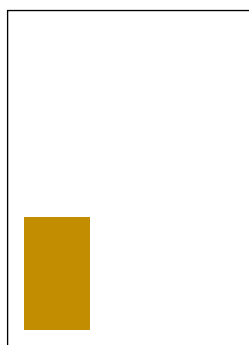
## TIMETABLE 2021-2022

	RELEASE DATE	DUE DATE
<b>SUMMER</b>	JUNE 7, 2021	MAY 3, 2021
<b>FALL</b>	AUGUST 23, 2021	JULY 19, 2021
<b>WINTER</b>	NOVEMBER 22, 2021	OCTOBER 18, 2021
<b>SPRING</b>	FEBRUARY 22, 2022	JANUARY 18, 2022
<b>SUMMER</b>	MAY 23, 2022	APRIL 18, 2022

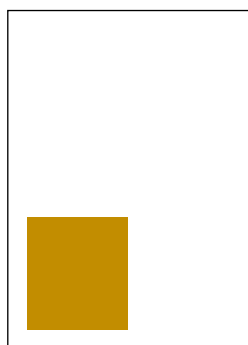
## RATE SHEET AND ADVERTISING FORMATS PRICE PER PUBLICATION



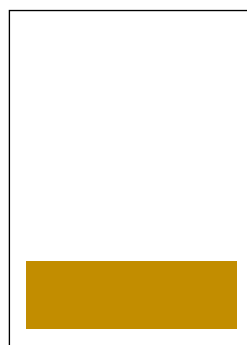
**BUSINESS CARD**  
3.5 X 2 INCHES  
\$145



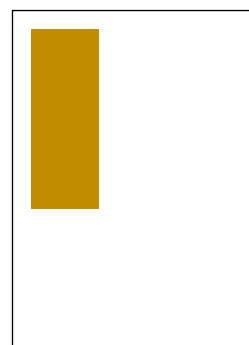
**SIGNET**  
2.9 X 5 INCHES  
\$205



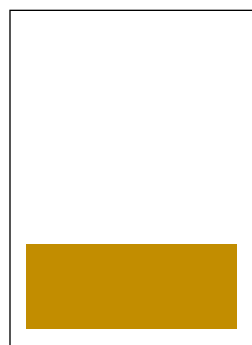
**SQUARE QUARTER**  
4.5 X 5 INCHES  
\$275



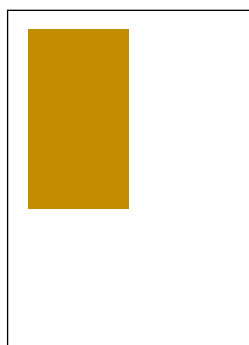
**HORIZONTAL QUARTER**  
9.37 X 3 INCHES  
\$275



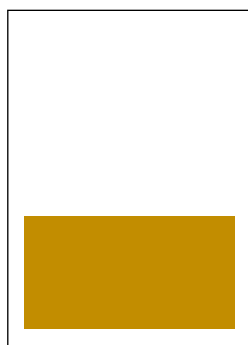
**VERTICAL QUARTER**  
2.9 X 8 INCHES  
\$300



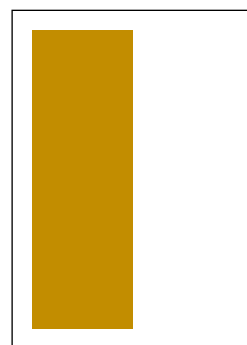
**THIRD HORIZONTAL**  
9.37 X 3.75 INCHES  
\$355



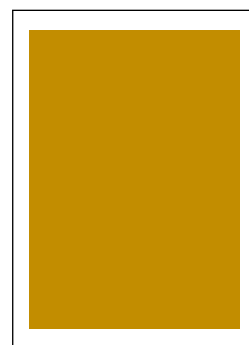
**THIRD VERTICAL**  
4.5 X 8 INCHES  
\$355



**HALF-HORIZONTAL**  
9.37 X 5 INCHES  
\$430



**HALF-VERTICAL**  
4.5 X 13.3 INCHES  
\$510



**FULL PAGE**  
9.37 X 13.3 INCHES  
\$780

## SPECIFIC PLACEMENT

RIGHT PAGE, FIRST 15 PAGES, ETC.

**+ 15 % OF THE AD RATE BEFORE TAXES**

**NOTE** ADVERTISING MATERIAL TO BE SUBMITTED IN FORMAT, AT 300 DPI, AS AN IMAGE DOCUMENT.  
PRICES ARE SUBJECT TO CHANGE WITHOUT NOTICE. THE ABOVE PRICES DO NOT INCLUDE APPLICABLE TAXES WHICH WILL BE ADDED ON YOUR BILL.  
THE AD IS TO BE PAID WITHIN 30 DAYS FOLLOWING THE RELEASE DATE OF THE PAPER.

FOR MORE INFORMATION, CONTACT: Geneviève Hébert at 450 204-6219 or [info@journalletour.com](mailto:info@journalletour.com)

**THANK YOU FOR BUYING LOCAL!**