

LE TOUR celebrates its 40th anniversary in 2023. As an independent periodical, its mission has always been to bridge the gap between businesses, citizens and tourists and to put forward the seasonal activities in Sutton and the area.

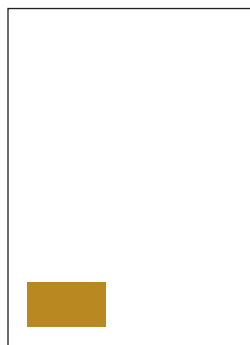
The paper is published **4 times a year** and is distributed for free. **LE TOUR** is printed in a 10 x 14 inches format and is in full colour. **10 000 copies** are printed in the summer and fall and **9 000 copies** in the spring and winter.

- 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 centers 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).

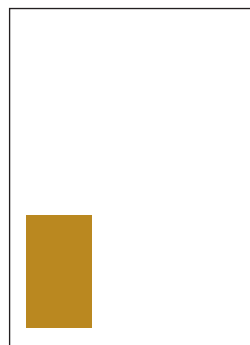
TIMETABLE 2024

	RELEASE DATE	DUE DATE
SPRING	FEBRUARY 22, 2024	JANUARY 15, 2024
SUMMER	JUNE 6, 2024	APRIL 29, 2024
FALL	AUGUST 22, 2024	JULY 15, 2024
WINTER	NOVEMBER 14, 2024	OCTOBER 7, 2024
SPRING	FEBRUARY 22, 2024	JANUARY 15, 2024

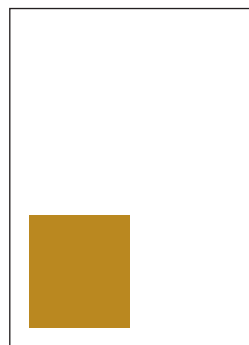
RATE SHEET AND ADVERTISING FORMATS PRICE PER PUBLICATION



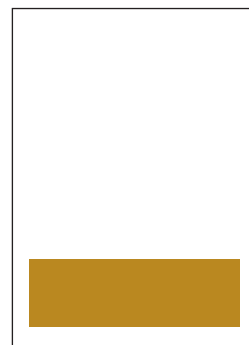
BUSINESS CARD
3.5 X 2 INCHES
\$160



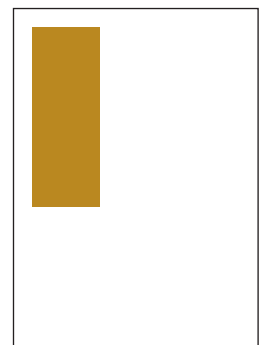
SIGNET
2.9 X 5 INCHES
\$230



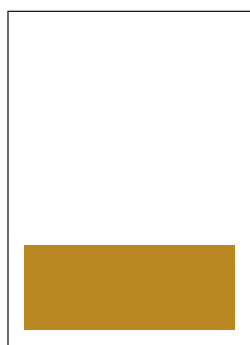
SQUARE QUARTER
4.5 X 5 INCHES
\$305



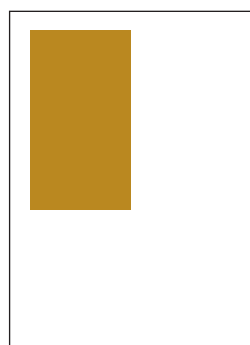
HORIZONTAL QUARTER
9.37 X 3 INCHES
\$350



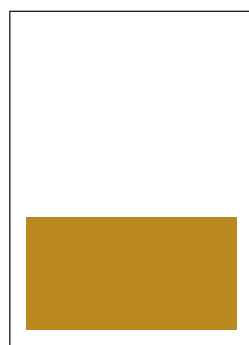
VERTICAL QUARTER
2.9 X 8 INCHES
\$350



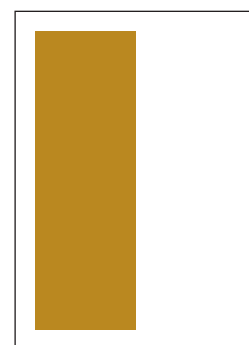
THIRD HORIZONTAL
9.37 X 3.75 INCHES
\$400



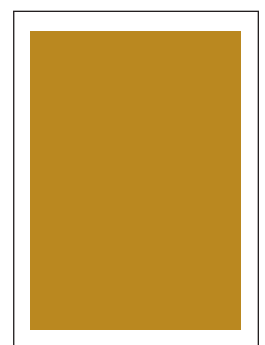
THIRD VERTICAL
4.5 X 8 INCHES
\$400



HALF-HORIZONTAL
9.37 X 5 INCHES
\$475



HALF-VERTICAL
4.5 X 13.3 INCHES
\$575



FULL PAGE
9.37 X 13.3 INCHES
\$860

SPECIFIC PLACEMENT

RIGHT PAGE, FIRST 15 PAGES, ETC.
+ **15% OF THE AD RATE** BEFORE TAXES
BACK COVER: **\$1,200**

FOR MORE INFORMATION, CONTACT
Geneviève Hébert at 450 204-6219
or info@journalletour.com

NOTES

- 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.

A STAPLE AMONGST THE COMMUNITY FOR 40 YEARS!