

As an independent periodical, the mission of **LE TOUR** 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 Saint-Armand, (see points of distribution on our Web site).

TIMETABLE 2024-2025

	RELEASE DATE	DUE DATE
WINTER	NOVEMBER 14, 2024	OCTOBER 7, 2024
SPRING	FEBRUARY 20, 2025	JANUARY 13, 2025
SUMMER	JUNE 4, 2025	APRIL 28, 2025
FALL	AUGUST 20, 2025	JULY 14, 2025
WINTER	NOVEMBER 12, 2025	OCTOBER 6, 2025

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
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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 MORE THAN 40 YEARS!