

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 2026

	RELEASE DATE	DUE DATE
SPRING	FEBRUARY 19, 2026	JANUARY 12, 2026
SUMMER	JUNE 3, 2026	APRIL 27, 2026
FALL	AUGUST 19, 2026	JULY 14, 2026
WINTER	NOVEMBER 12, 2026	OCTOBER 6, 2026
SPRING	FEBRUARY 18 2027	JANUARY 11, 2027

RATE SHEET AND ADVERTISING FORMATS PRICE PER PUBLICATION

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THIRD HORIZONTAL 9.37 X 3.75 INCHES \$425	THIRD VERTICAL 4.5 X 8 INCHES \$425	HALF-HORIZONTAL 9.37 X 5 INCHES \$505	HALF-VERTICAL 4.5 X 13.3 INCHES \$545	FULL PAGE 9.37 X 13.3 INCHES \$915

SPECIFIC PLACEMENT

RIGHT PAGE, FIRST 15 PAGES, ETC.
+ **15% OF THE AD RATE** BEFORE TAXES
BACK COVER: **\$1,280**

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!