

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.

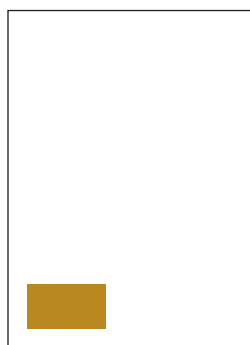
The paper is published **4 times a year** and is distributed for free. **LE TOUR** is printed in a 10 x 14 inches format and is in full colour. **10 000 copies** are printed in the summer and fall and **9 000 copies** in the spring and winter.

- 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, Farnham, Lac-Brome and Saint-Armand, (see points of distribution on our Web site).

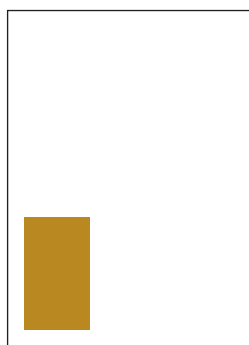
TIMETABLE 2026-2027

	RELEASE DATE	DUE DATE
WINTER	NOVEMBER 19, 2026	OCTOBER 12, 2026
SPRING	FEBRUARY 18, 2027	JANUARY 11, 2027
SUMMER	JUNE 3, 2027	APRIL 26, 2027
FALL	AUGUST 19, 2027	JULY 12, 2027
WINTER	NOVEMBER 18, 2027	OCTOBER, 11, 2027

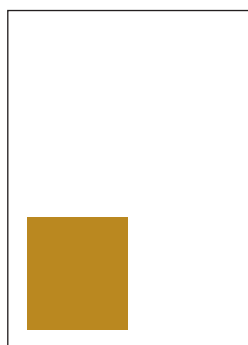
RATE SHEET AND ADVERTISING FORMATS PRICE PER PUBLICATION



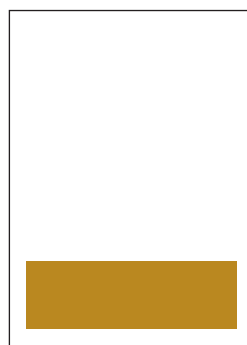
BUSINESS CARD
3.5 x 2 INCHES
\$175



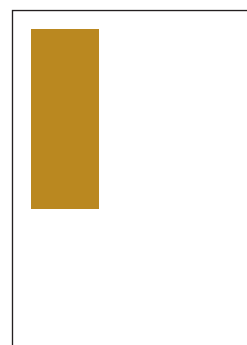
SIGNET
2.9 x 5 INCHES
\$245



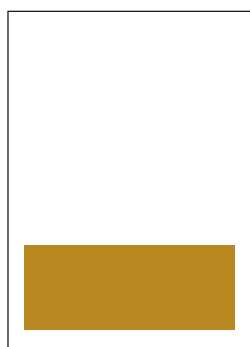
SQUARE QUARTER
4.5 x 5 INCHES
\$325



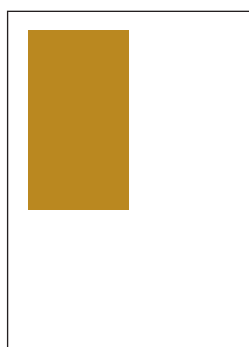
HORIZONTAL QUARTER
9.37 x 3 INCHES
\$375



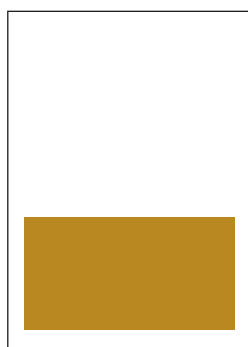
VERTICAL QUARTER
2.9 x 8 INCHES
\$375



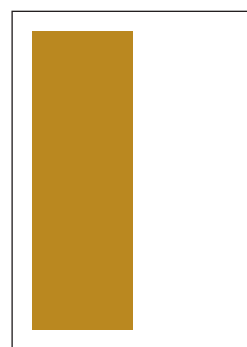
THIRD HORIZONTAL
9.37 x 3.75 INCHES
\$425



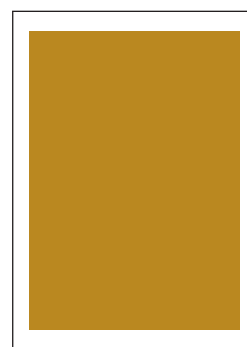
THIRD VERTICAL
4.5 x 8 INCHES
\$425



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
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 MORE THAN 40 YEARS!