



September 1, 2009 To August 31, 2010
NET RATES

CALGARY HERALD

215 16th St. SE
Calgary, AB
T2E 7P5

ALBERTA

COLUMNS: 10 LINES: 310

ROP NET \$ VOLUME CONTRACT LEVELS FOR NET RATES

	MON	TUE	WED	THU	FRI	SAT	SUN
TRANS	5.82	5.82	5.82	6.11	6.99	6.46	5.82
>2,500	4.95	4.95	4.95	5.20	5.94	5.50	4.95
>5,000	4.22	4.22	4.22	4.43	5.07	4.69	4.22
>10,000	3.82	3.82	3.82	4.01	4.59	4.24	3.82
>20,000	3.53	3.53	3.53	3.70	4.23	3.91	3.53
>35,000	3.38	3.38	3.38	3.55	4.06	3.75	3.38
>50,000	3.33	3.33	3.33	3.50	4.00	3.70	3.33
> 75,000	3.29	3.29	3.29	3.46	3.95	3.65	3.29
> 100,000	3.27	3.27	3.27	3.44	3.93	3.63	3.27
> 150,000	3.25	3.25	3.25	3.41	3.90	3.61	3.25
> 200,000	3.23	3.23	3.23	3.39	3.88	3.59	3.23
> 250,000	3.21	3.21	3.21	3.37	3.85	3.57	3.21
> 350,000	3.18	3.18	3.18	3.34	3.82	3.53	3.18
> 500,000	3.15	3.15	3.15	3.31	3.78	3.50	3.15
> 750,000	3.12	3.12	3.12	3.28	3.75	3.46	3.12
> 1,000,000	3.09	3.09	3.09	3.25	3.71	3.43	3.09
> 1,500,000	3.02	3.02	3.02	3.17	3.62	3.35	3.02
> 2,000,000	2.93	2.93	2.93	3.08	3.51	3.25	2.93

ROP COLOUR PREMIUMS

B + 1	1840.00	1840.00	1840.00	1935.00	2210.00	2045.00	1840.00
B + 2	2760.00	2760.00	2760.00	2900.00	3315.00	3065.00	2760.00
B + 3	3220.00	3220.00	3220.00	3385.00	3865.00	3575.00	3220.00



September 1, 2009 To August 31, 2010
NET RATES

CALGARY HERALD

215 16th St. SE
Calgary, AB
T2E 7P5

ALBERTA

CALGARY NEIGHBOURS

(Extended Market Coverage - EMC)

COLUMNS: 10 LINES: 310

ROP NET \$ VOLUME CONTRACT LEVELS FOR NET RATES

	MON	TUE	WED	THU	FRI	SAT	SUN
Rate				6.60			

COLOUR PREMIUMS

B + 1				1045.00			
B + 2				1565.00			
B + 3				1830.00			

Notes

Neighbours is delivered within the Calgary Herald to all subscribers in Calgary and Airdrie. Neighbours is also delivered as a stand-alone newspaper to all remaining non-subscriber households within the Calgary city limits. Calgary Neighbours: 2 Zone Rate indicated. Cross-over rate: re-run your Calgary Herald ad in the next issue of Neighbours to expand your reach to all households within your retail trading zone for \$2.64 (net) / \$3.11 (gross).