

Looking for something more than a classified ad to fill your advertising needs?

**The Quebec Community Newspapers Association can help with its Display 2x2 and 2x4 programs.**

**Why:**

The Display 2x2 and Display 2x4 programs are the least expensive form of display advertising.

**How:**

The 22 members have agreed to publish your ad for a flat cost based on a multiple newspaper campaign.

**What:**

Your ad will appear in participating newspapers in a size that is close to that of a standard business card. You will supply QCNA with a PDF of your ad in two sizes - 2.4" x 2" and 3.3" x 2" for Display 2x2 or 2.4" x 4" and 3.3" x 4" for Display 2x4. These sizes will fit all of our members newspaper formats.

**When:**

Your ad runs one time in each publication throughout the week you have ordered.

**Where:**

As you are essentially purchasing heavily discounted space at a fraction of the regular rate, the newspaper will determine where your ad appears, and as such, position requests cannot be accommodated for this program.

**Deadline:**

Your ad will need to be booked by Tuesday, 5pm to be published the following week.

Prepayment by Visa, MasterCard or certified cheque is required. Tearsheets are not provided, however you can be assured that our newspapers are scanned weekly.



Quebec Community Newspapers Association  
Association des journaux régionaux du Québec

189 Hymus Blvd., Suite 207, Pointe Claire, QC H9R 1E9  
Phone: 514-697-6330 • Fax: 514-697-6331  
Email: office@qcna.qc.ca

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*Quebec Community  
Newspapers Association*

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*Display 2x2 - 2 columns by 2"*  
*Display 2x4 - 2 columns by 4"*

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## So you think you can't advertise in multiple newspapers without a large ad budget?

The Quebec Community Newspapers Association Display 2x2 and Display 2x4 programs are an easy and affordable display advertising option for advertisers looking to expand their market and increase profits through Quebec's community newspapers.

A Display 2x2 or Display 2x4 ad is a boxed ad placed anywhere in the newspaper. The size is 2 columns wide by 2" deep (4" deep for the 2x4). There is no extra charge for graphics within your ad.

Place your Display 2x2 in 22 newspapers province wide, with a combined circulation of over 311,723, for only \$750.00.

Place your Display 2x4 in 22 newspapers province wide, with a combined circulation of over 311,723, for only \$1,200.00

To order your Display 2x2 or Display 2x4 ad simply call the Quebec Community Newspapers Association office at 514-697-6330 or visit us online at <http://www.qcna.org>.

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### Quebec Community Newspapers Association Display 2x2 and Display 2x4

Newspaper	Place of Publication	Circulation
*Cnd. Jewish News	Montreal	12,297
• Cittadino Canadese	Montreal	14,927
*Laval News	Mtl (Laval)	27,982
*North Shore News	Mtl (Rosemère)	10,000
*Parc Ext. News	Mtl (Parc Ex.)	9,347
*Suburban City	Mtl (City)	64,000
*Suburban Laval	Mtl (Laval)	29,440
*Suburban West Is.	Mtl (W. Island)	40,400
*West Independent	Mtl (Westmount)	15,057
<b>Total Montreal Area</b>		<b>223,450</b>
Aylmer Bulletin	Aylmer	20,000
Brome County News	Knowlton	12,297
Eastern Door	Kahnawake	1,400
Equity	Shawville	2,756
Kahnawake News	Kahnawake	1,000
Low Down to Hull	Chelsea	2,453
Nunatsiaq News	Northern Quebec	5,500
Pontiac Journal	Fort Coulonge	9,400
Que. Chron-Tele.	Québec City	931
Record	Sherbrooke	5,836
Southwest News	Valleyfield	20,000
Spec	Gaspé	2,600
West Quebec Post	Buckingham	4,100
<b>Total All Quebec</b>		<b>311,723</b>

	<b>2x2</b>	<b>2x4</b>
Circ. all 22 papers:	311,723	311,723
Cost:	\$750	\$1,200
*Circ. Montreal 9 papers:	223,450	223,450
*Cost Montreal:	\$375	\$600
Mechanicals:	PDF, black/white, all fonts embedded	
Ad Sizes:	2.4" by 2" and 3.3" by 2"	2.4" by 4" and 3.3" by 4"
Deadline:	Tuesday, 5pm publication the following week	
Payment:	prepayment by Visa, MasterCard	

The Display 2x2 and Display 2x4 programs are the perfect vehicle for most types of advertisers. Here are just some examples of people and businesses which can benefit from this advertising program:

- Antiques
- Auctioneers
- Autos for Sale
- Business Opportunities
- Career Opportunities
- Career Training
- Cleaning Services
- Coming Events
- Computer Training
- Educational Opportunities
- Electricians and Plumbers
- Employment Advertising
- Financial Services
- Insurance Brokers
- Investment Services
- Legal Notices
- Landscaping and Gardening
- Moving Services
- Pet Services
- Public Notices
- Real Estate
- Rentals Available
- Roofing
- Services
- Travel Agencies
- Tutoring
- Vacation promotions