

# *inside* LABRADOR



August  
2017

*Inside Labrador Summer 2017* is an opportunity to reveal the positive impact Labrador is having on this province and the country.

## *44,000 circulation*

Downhome subscribers	22,000
Downhome Newsstand sales	11,500
Partner locations	1,800
Provincial Airlines	1,700
Targeted direct mail	7,000

(This includes every household in Labrador City, Wabush, and Happy Valley-Goose Bay)

## Advertising Rates

Full Colour Display	Cost
1 Page	\$1,999
1 Page Image Area:	4.437" wide x 7.375" deep
1 Page Trim Size:	5.250" wide x 8.375" deep
1 Page Bleed Size:	5.5" wide x 8.625" deep
1/2 Page (4.437" x 3.5")	\$1,199
1/4 Page (4.437" x 2")	\$685
1/8 Page (4.437" x 1")	\$345

### Covers

OBC	\$2,840
IBC	\$2,500
IFC	\$2,670

**Booking Deadline June 9, 2017**

For more information contact:

**Downhome**

**709.726.5113**

**[advertising@downhomelife.com](mailto:advertising@downhomelife.com)**



live.



work.



play.

Now Booking for Summer 2017