# The Local Buzz

2026 / 27 ADVERTISING

# MEDIA KIT

Put your business in front of 30,000+ local readers every month.

THE LOCAL SOCIAL MEDIA PAPER

## Durham businesses live here.

Clear rates. Recognizable local reach. Print, social mentions, an online directory presence and community event support working together.

> Oshawa | Whitby | Brooklin | Ajax | Pickering | Courtice | Bowmanville

# A monthly audience built to be shared.



**10,000**

COPIES PRINTED MONTHLY

**2.9x**

AVERAGE READERS PER COPY

**30,000+**

READERS EVERY MONTH

Every issue is hand-placed at more than 200 distribution points across Durham Region — including grocery, pharmacy, restaurants, cafés, community centres, libraries and high-traffic retail.

## Readers who still spend locally.

**75%**

of readers are aged 32–55

**25%**

of readers are aged 55+

**LOCAL**

community stories, people, events and businesses

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BUILT FOR LOCAL BUSINESS

# Be seen where local decisions happen.



RETAIL & MAIN STREET



HEALTH, WELLNESS & SERVICES

## Your ad comes with more than print.

### SOCIAL MENTION

Your business is mentioned and your advertising is reposted on TheLocalBuzz social channels.

### DIRECTORY SPOT

Your advertising includes a place in TheLocalBuzz's online business directory.

### EVENT SUPPORT

Your events can be mentioned on social channels and listed on the community calendar.

### POTENTIAL COVERAGE

Where timing and opportunity allow, event coverage may be available; coverage is not promised.

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PLAN YOUR INVESTMENT

# Advertising rates and term value.

Rates are per insertion, per month, in Canadian dollars, plus applicable taxes. All insertions must run within 12 months of the first. Position is subject to availability.

| SIZE | MONTHLY | 3 MONTHS | 6 MONTHS | 12 MONTHS |
|---|---|---|---|---|
| Eighth Page | $300 | $275 | $275 | $275 |
| Quarter Page | $500 | $475 | $475 | $475 |
| Half Page | $750 | $700 | $700 | $700 |
| Full Page | $1,200 | $1,100 | $1,100 | $1,100 |
| Front Cover Banner | $2,000 | $1,900 | $1,900 | $1,900 |
| Inside Front Cover | $1,700 | $1,600 | $1,600 | $1,600 |
| Inside Back Cover | $1,300 | $1,200 | $1,200 | $1,200 |
| Outside Back Cover | $2,000 | $1,900 | $1,900 | $1,900 |



## Commit longer. Get more included.

Choose any term from 1 to 12 months. Terms of 1–2 months use the monthly rate; terms of 3–12 months use the 3-month discounted rate for every ad size. Terms of 6–11 months include 1 social media business feature post; a 12-month term includes 2. Addison helps select the size, term and timing that fit your goal.

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1–12 MONTH TERMS

# Multi-issue discounts made clear.

Eighth Page example: $300/month for 1–2 months, then $275/month for every term from 3 through 12 months. Totals below are before applicable taxes.

| TERM | EIGHTH / MONTH | TERM TOTAL | FEATURE POSTS |
|---|---|---|---|
| 1 month | $300 | $300 | 0 |
| 2 months | $300 | $600 | 0 |
| 3 months | $275 | $825 | 0 |
| 4 months | $275 | $1,100 | 0 |
| 5 months | $275 | $1,375 | 0 |
| 6 months | $275 | $1,650 | 1 |
| 7 months | $275 | $1,925 | 1 |
| 8 months | $275 | $2,200 | 1 |
| 9 months | $275 | $2,475 | 1 |
| 10 months | $275 | $2,750 | 1 |
| 11 months | $275 | $3,025 | 1 |
| 12 months | $275 | $3,300 | 2 |

## The same discount rule applies to every size.

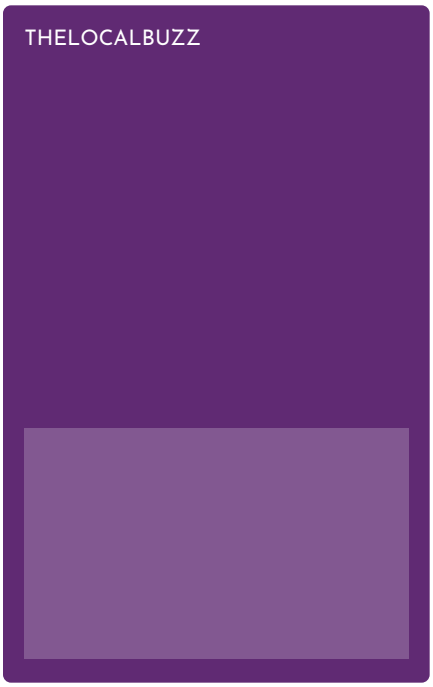
Use the Monthly column on the rate card for 1–2 months. Use the 3 Months column for any 3–12-month term; there is no additional price reduction for longer terms. Multiply the per-month rate by your chosen number of months to calculate the term total.

Included social media business feature posts are per booked term, not per month: 0 for 1–5 months, 1 for 6–11 months, and 2 for 12 months.

CHOOSE YOUR FORMAT

# See every ad size in proportion.

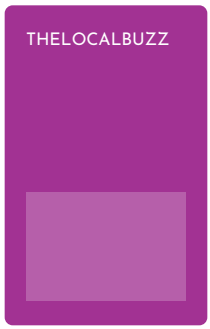
The diagrams below use one consistent scale so you can compare the shape and relative area of every available format.



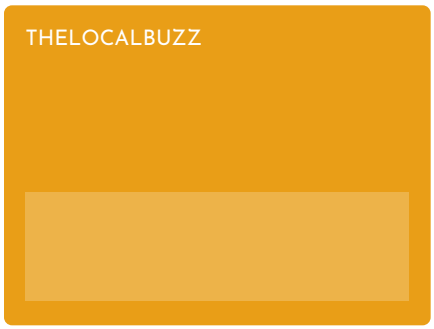

**Full Page**
10 in x 15.875 in



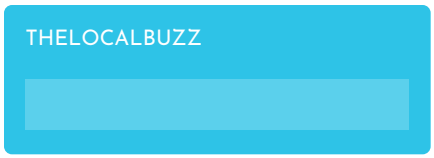

**1/2 Vertical**
4.75 in x 15.5 in




**1/4 Vertical**
4.75 in x 7.5 in




**1/2 Horizontal**
10 in x 7.5 in




**1/4 Horizontal**
10 in x 3.5 in




**1/8 Page**
4.75 in x 3.5 in

### SIZE COMPARISON

These are proportional diagrams, not trim templates. Use the printed dimensions shown with each format when preparing artwork.

# Artwork specifications and delivery.



## Artwork checklist

- Supply artwork at 300 dpi.
- Accepted formats: .ai, .psd, .eps, .tiff or .pdf.
- Save JPG files with no compression.
- RGB images are converted to CMYK; minor colour shifts may occur.
- Ad design is included. Extensive design work is $50 per hour; most ads never reach it.

### FILE DELIVERY

Name each file with your business name and issue month. Send linked images and fonts with editable files. We will confirm whether the artwork is print-ready before placement.

### NEED HELP WITH ARTWORK?

Send what you have. Ad design is included. Extensive design work is $50 per hour, and most ads never reach it. We will identify anything needed before the material deadline.

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RESERVE YOUR ISSUE

# 2026 / 27 material deadlines.

| EDITION | MATERIAL DUE |
|---|---|
| February | January 23 |
| March | February 20 |
| April | March 27 |
| May | April 24 |
| June | May 22 |
| July | June 26 |

| EDITION | MATERIAL DUE |
|---|---|
| August | July 24 |
| September | August 21 |
| October | September 25 |
| November | October 23 |
| December | November 20 |
| January 2027 | December 11 |

Insertion cannot be guaranteed for artwork received after the deadline. Reserve premium positions early; all placements are subject to availability.



BOOK YOUR SPACE

## Let's plan the right buy.

Tell us the communities, months, offer and budget that matter. We will recommend the size and frequency that make the investment work harder.

416.795.7517 | ADDIMARK.COM

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