



**714 Crestbrook Avenue  
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## **Black Car News 2017 Editorial Calendar**

### **Ad Deadlines**

December 22  
January 20  
February 17  
March 24  
April 21  
May 19  
June 23  
July 21  
August 25  
September 22  
October 20  
November 17  
December 22

### **Editorial Deadlines**

December 20  
January 18  
February 15  
March 22  
April 19  
May 17  
June 21  
July 19  
August 23  
September 20  
October 18  
November 15  
December 20

### **Mail/Delivery Dates**

January 3  
January 31 (February issue)  
February 28 (March issue)  
April 4  
May 2  
May 30 (June issue)  
July 5  
August 1  
September 5  
October 3  
October 31 (November issue)  
November 28 (December issue)  
January 2, 2018

## **2017 Ad Rates (No Change From 2016)**

<b>Page Size</b>	<b>Rates (B/W)</b>	<b>Rates (+1 Color)</b>	<b>Rates (4-Color)</b>
Full page (9.5" x 13")	\$515	\$600	\$775
1/2 page (9.5" x 6.375")	\$300	\$355	\$525
1/4 page (4.625" x 6.375")	\$160	\$235	\$405
1/8 page (4.625" x 3.062")	\$105	\$185	NA
1/16 page (4.625" x 1.375")	\$65	NA	NA

**Advertisers receive a 10% discount off their ad rates if they sign a contract (Advertising Insertion Order) for 12 months.** They receive a **5% discount** with a signed insertion order for 6 months. *Note: The above rates are subject to change.*

There is an additional 10% discount if you advertise in both of our newspapers: *Black Car News* and *Livery Times*!

View our online edition at [www.blackcarnews.com](http://www.blackcarnews.com), where the newspaper runs in its entirety as an added bonus to our print advertisers.