



adcanada
MEDIA INC.

Flex-form Ads

Print Advertising that does more than simply fall into line.

Flex-form Ads

Flex-form Ads are anything but traditional. A dramatic, eye-catching opportunity, you can design your ad to jump right out of the newspaper page.

Take over the page with any of these lively options.

Booking Deadlines

To allow for accessing these special spaces, book two weeks in advance of publication date

Size Requirements

To properly dominate the page expect height and width to vary depending on page size.

Choose your markets and we'll customize and simplify your material list.

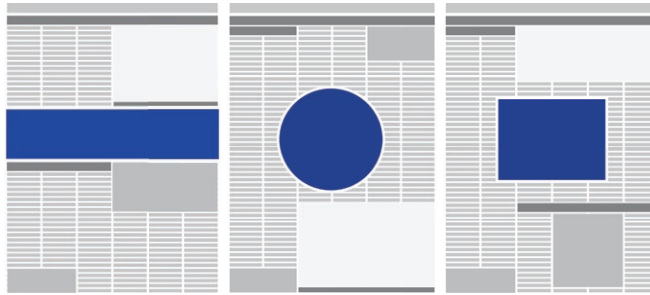
Availability Note

Flex-form ad units availability will vary by publication



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Islands



F1

F2

F3

Corners



F4

F5

F6

F7

Banners



F8

F9

F10

F11

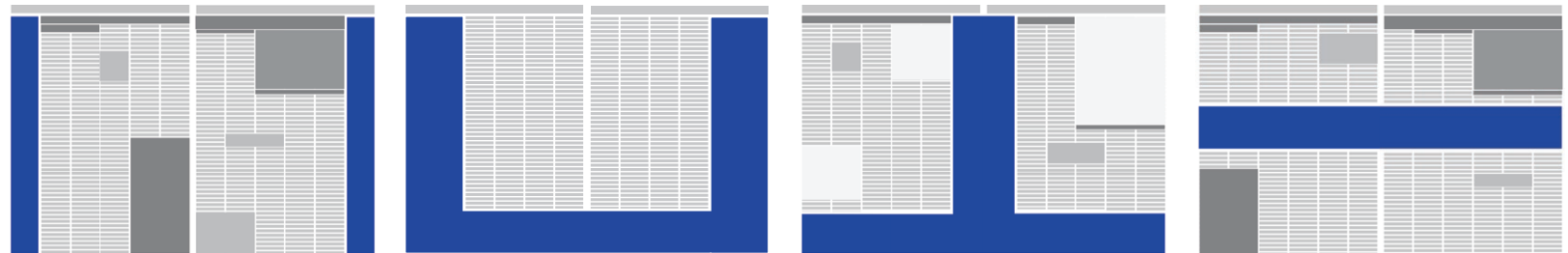
Steps



F12

F13

Double-trucks

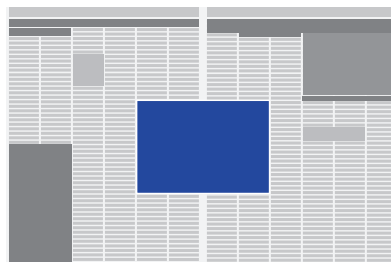


F14

F15

F16

F17



F18



F19



F20



F21

Islands

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F1

Island Banner

Pricing

50% of page unit cost. Colour is extra

Specs

Full page width (9.45" - 11.5") x 2.5" depth.

Runs horizontally across the center of the page.

No other ads on the page.



F2

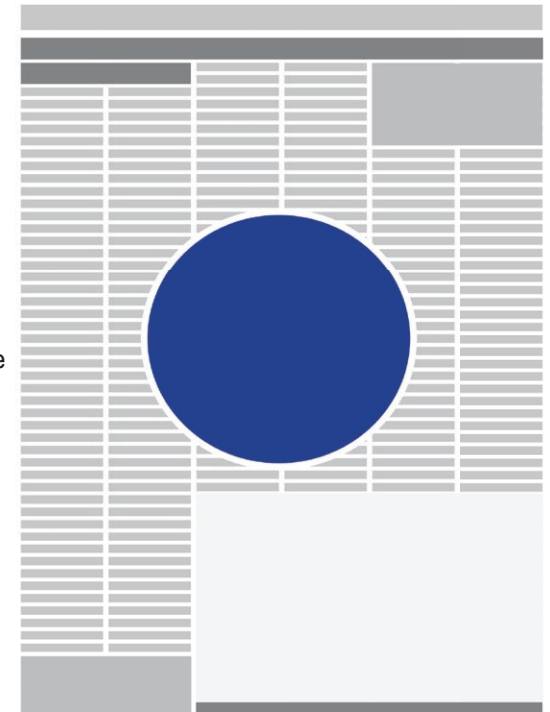
Island Circle

Pricing

60% of page unit cost. Colour is extra

Specs

5" diameter circle centered on the page with tight text wrapping. No other ads on the page.



F3

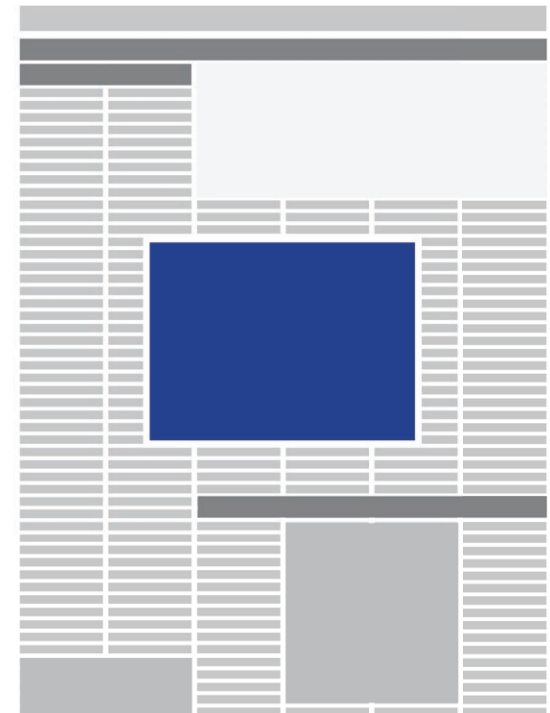
Island Box

Pricing

50% of page unit cost. Colour is extra

Specs

5" x 5" square centered on the page with square text wrapping. No other ads on the page.



Corners

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F4

Corner Round

Pricing

75% of page unit cost. Colour is extra

Specs

1/4 pie shape with 5" radius. Positioned bottom right corner of the page with tight text wrapping.

No other ads on the page.



F5

Corner Flat

Pricing

75% of page unit cost. Colour is extra

Specs

5" x 5" right angle triangle. Positioned bottom right corner of the page with tight text wrapping.

No other ads on the page.



Corners

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F6

L Shape

Pricing

50% of page unit cost. Colour is extra

Specs

3.25" width x full page depth (will vary) vertical banner + full page width (9.45"-11.5") x 2.5" horizontal banner. No other ads on the page.



F7

Reverse L Shape

Pricing

50% of page unit cost. Colour is extra

Specs

Full page width (9.45"-11.5") x 2.5" horizontal banner + 3.25" width x full page depth (will vary) vertical banner. No other ads on the page.



Banners

Booking Info

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Booking Deadlines

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F8

Top and Bottom Banner

Pricing

75% of page unit cost. Colour is extra

Specs

Full page width (9.45"-11.5") x 2.5" horizontal banners at the top and bottom of the page. No other ads on the page.



F9

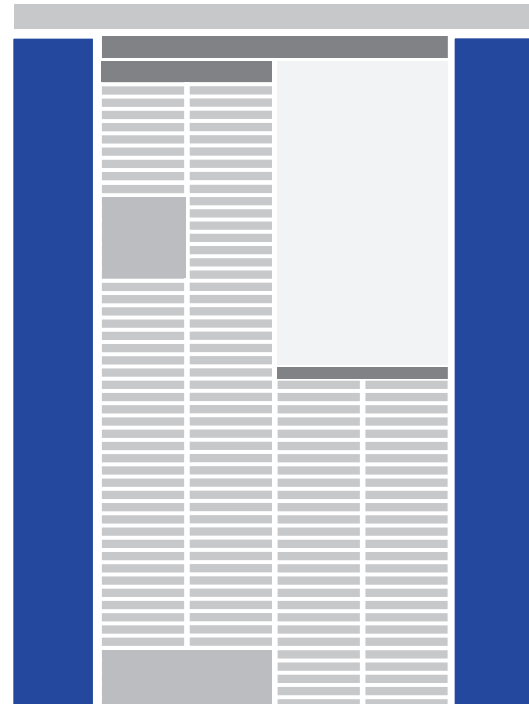
Bookends

Pricing

50% of page unit cost. Colour is extra

Specs

1.5" wide x full page depth (will vary) vertical banners along outer left and right edges of the page. No other ads on the page.



Banners

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F10

Flex Banner

Pricing

50% of page unit cost. Colour is extra

Specs

Full page width (9.45"-11.5") by 2.5" horizontal banner with tight text wrapping around a 1.5" bump out (4" total depth). No other ads on the page.



F11

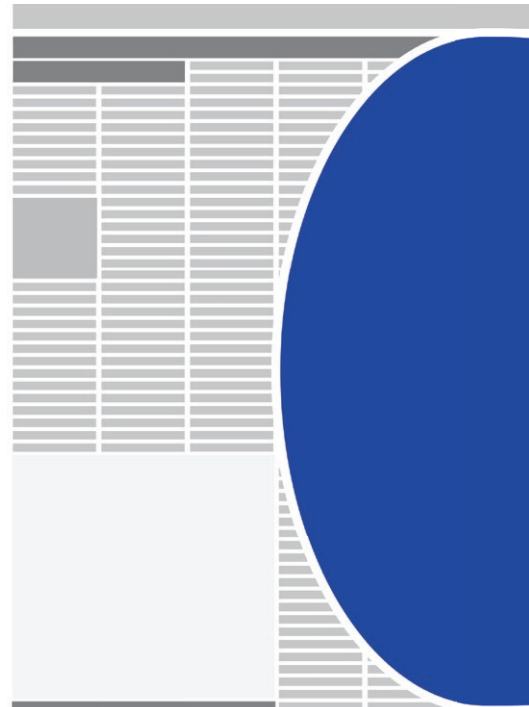
Half Moon Banner

Pricing

66% of page unit cost. Colour is extra

Specs

5" width by full page depth (will vary) with tight text wrapping. No other ads on the page.



Steps

Booking Info

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F12

Corner Steps

Pricing

75% of page unit cost.
Colour is extra

Specs

5" total width by 5.25" total depth with square text wrapping around 3 steps (1.75" rise x 1.5" run). No other ads on the page.



F13

Super Steps

Pricing

75% of page unit cost.
Colour is extra

Specs

Four 5" wide rectangles (depth varies) stacked diagonally from lower left corner of page to upper right corner of page. No other ads on the page.



Double Trucks

Booking Info

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F14

Bookends Spread

Pricing

100% of single page unit cost. Colour is extra

Specs

1.5" wide x full page depth (will vary) vertical banners along outer left and right edges of the spread of two pages. No other ads on the spread.



F15

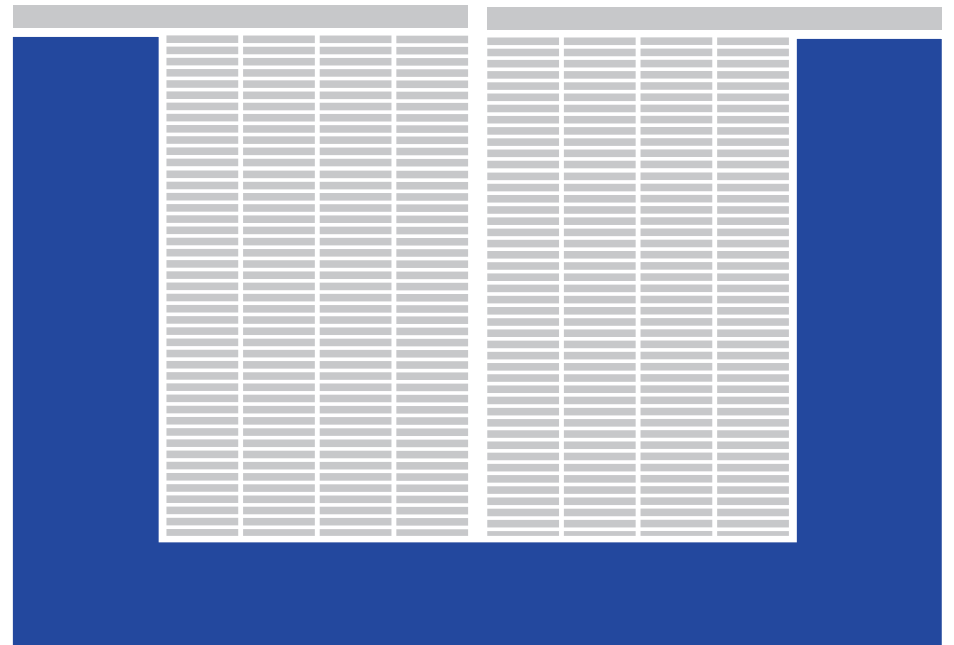
U-Shape

Pricing

125% of single page unit cost. Colour is extra

Specs

3.25" wide x full page depth (will vary) vertical banners along outer left and right edges of the spread of two pages joined along the bottom edge of the page by a 2.5" horizontal banner. No other ads on the spread.



Double Trucks

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F16

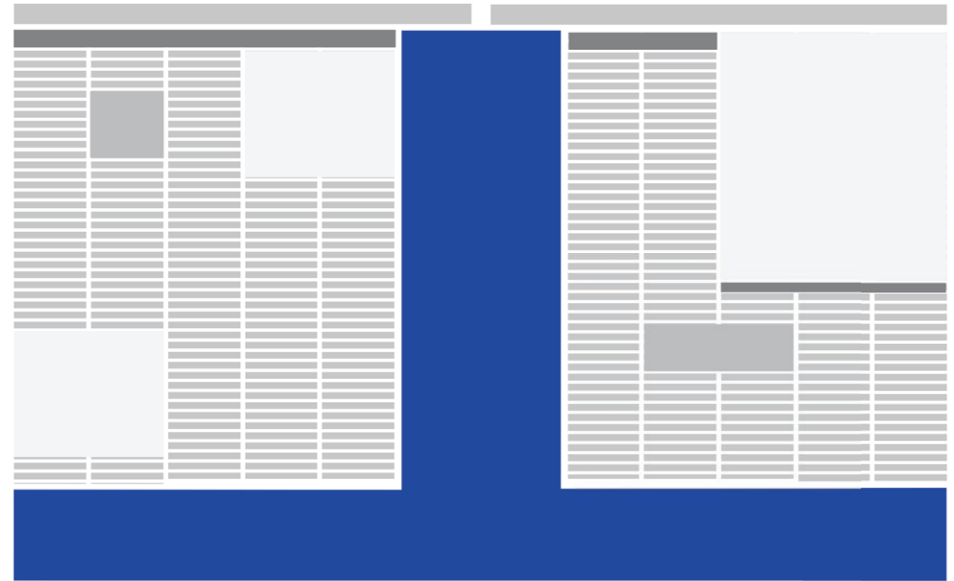
Tower Spread

Pricing

50% of single page unit cost. Colour is extra

Specs

1.5" wide x full page depth (will vary) vertical banners along inner left and right edges of the spread pages joined along the bottom edge of the page by a 2.5" horizontal banner. No other ads on the spread. No other ads on the page.



F17

Middle Banner Spread

Pricing

100% of single page unit cost. Colour is extra

Specs

Full spread width (19-6"-21.5") x 2.5" depth run horizontally across the center of facing pages. No other ads on the page.



Double Trucks

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F18

Island Spread

Pricing

125% of single page unit cost.
Colour is extra

Specs

8.5" x 7" rectangle centered in the middle of facing pages with square text wrapping. No other ads on the spread.



F19

Partial Spread

Pricing

150% of single page unit cost.
Colour is extra

Specs

10" width by full page depth
(will vary) centered vertically on facing pages.



Double Trucks

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F20

Flex Spread

Pricing

150% of single page unit cost. Colour is extra

Specs

6.75" x full page depth (will vary) centered vertically on facing pages with tight text wrapping around a 1.5" bump out along the left and right edge (10" total width). No other ads on the page.



F21

Triangle

Pricing

150% of single page unit cost. Colour is extra

Specs

Equilateral triangle through center of facing pages with tight text wrapping. Dimensions to be determined by page format.





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