

THIRD CIRCULAR TO ADVERTISERS.

THE

NEW DOMINION MONTHLY.

MONTREAL, CANADA: JOHN DOUGALL & SON, PUBLISHERS.

The Publishers of "THE NEW DOMINION MONTHLY," in view of the success which this new Canadian Literary Periodical has met with in the first nine months of its issue, confidently predict for it a widely-extended circulation and a permanency which no other British American Monthly has yet obtained.

The DOMINION already finds its way into EIGHT THOUSAND CANADIAN HOMES, and advertisements thus introduced into so large a number of intelligent families cannot fail to be remunerative to its patrons.

British Manufacturers are beginning to appreciate the value of the DOMINION as a means of increasing their business; and we have been favored with annual contracts with Messrs. Robert Wotherspoon & Co., the Manufacturers of the celebrated Glensfield Starch; and also with Messrs. Plesse & Lubin, the equally celebrated Perfume Manufacturers.

We again invite attention to this new Monthly.

Until further notice, the following will be the rates of advertising:—

Fly-leaves, per page,	- - - - -	\$10.00 per month.
" " half page,	- - - - -	6.00 "
" " four lines, double column,	- - - - -	1.00 "
" " additional lines,	- - - - -	.12½ "
A square, or eighth-page,	- - - - -	2.00 "
Printed leaves bound in,	- - - - -	1.00 per 1,000.

For pages of cover, and first page of fly-leaves after reading-matter, special rates are charged.

To advertisers for three months, a discount of 12½ per cent. will be made; for six months, 20 per cent.; and for 12 months, 33½ per cent. on the above rates.

British advertisers will please calculate five dollars to the pound sterling; and advertisers in the United States will remit in gold or its value.

Parties at a distance who may doubt the above statements with regard to figures, would do well to inform themselves of their correctness, through their friends here, or through advertising agents, to whom every facility for verifying our circulation will be afforded.

No advertisement can be inserted of bad or doubtful character.

All communications or remittances to be addressed (post-paid) to

JOHN DOUGALL & SON,

PUBLISHERS, MONTREAL, CANADA.

Montreal, August, 1868.