

## THE OTTAWA VALLEY RATE AGREEMENT.

THE committee appointed at the annual meeting of the Ottawa Valley Press Association last summer, consisting of Messrs. W. P. McEwan, of The Almonte Gazette; A. J. Jeffery, of The Arnprior Chronicle, and G. F. McKimm, of The Rideau Record, have been at work to secure an agreement regarding advertising rates between members of the association. The results of their labors are embodied in a circular agreed to by the various publishers. The following is the circular in substance:

At the annual meeting of the O.V.P.A., held at Almonte in June last, a committee was appointed to consider the matter of foreign advertising and the best methods of dealing with advertising agents. The committee met at Carleton Place on Friday, Oct. 30th. In the discussion which took place there this fact was agreed to—that the publishers of the Ottawa Valley are not making the money they should for the work they do. This is because they do not as a rule place enough value on their work, and, unlike men in other walks in life, do too much for nothing.

As a hindrance this has a double action—the lessening of profits and the lowering of influence, as, generally speaking, people appreciate a thing according to its cost. This is all especially true in the matter of advertising, particularly of foreign advertising, and to aid in arriving at a better state of things the committee, after full consideration, decided to recommend the following as a basis for foreign advertising on which the newspaper men might profitably work:

That for display advertising in papers of 1,500 circulation and under, a minimum rate of \$3 per inch per year be charged. For papers over 1,500 circulation the minimum rate to be \$4 per inch per year.

For reading matter notices the minimum rates be 10 and 12c. per inch each insertion respectively.

The committee also recommend advertising agents to the favor of the publishers. They submit that the advertising agents should be treated as friends. They look up business, guarantee payment and are in every way entitled to consideration at the hands of publishers. In no case should a publisher break rates in favor of private advertisers, as that would be most unfair to agents.

The committee also recommend that publishers make out a scale of rates on the above basis and send it to advertising agents, with the assurance in polite but firm language that these rates will not be deviated from in any case. This will save a great deal of unnecessary correspondence. The committee consider that one thing necessary to better prices is more backbone on the part of each publisher as regards rates. "Make a fair rate," they say. "Then do not jump at the first offer made; know what a certain space is worth, and then like business men demand the price, and take nothing but the price."

The committee further recommend that the publishers in each town confer together on these matters and come to an understanding, which should be strictly adhered to. Publishers would find it greatly to their advantage and very helpful to their bank account to work together on all these matters. All are working for the same object, and will surely attain it more quickly by a friendly conference occasionally about business matters, than by ignoring each other.

Safer than

# GOLD MINES

An investment  
In . . . . .

Printers'  
Stock

From

## BUNTIN, GILLIES & CO.

Wholesale  
Stationers and  
Paper Dealers

Hamilton



We sell a Wire Staple Driver for 25 cents.