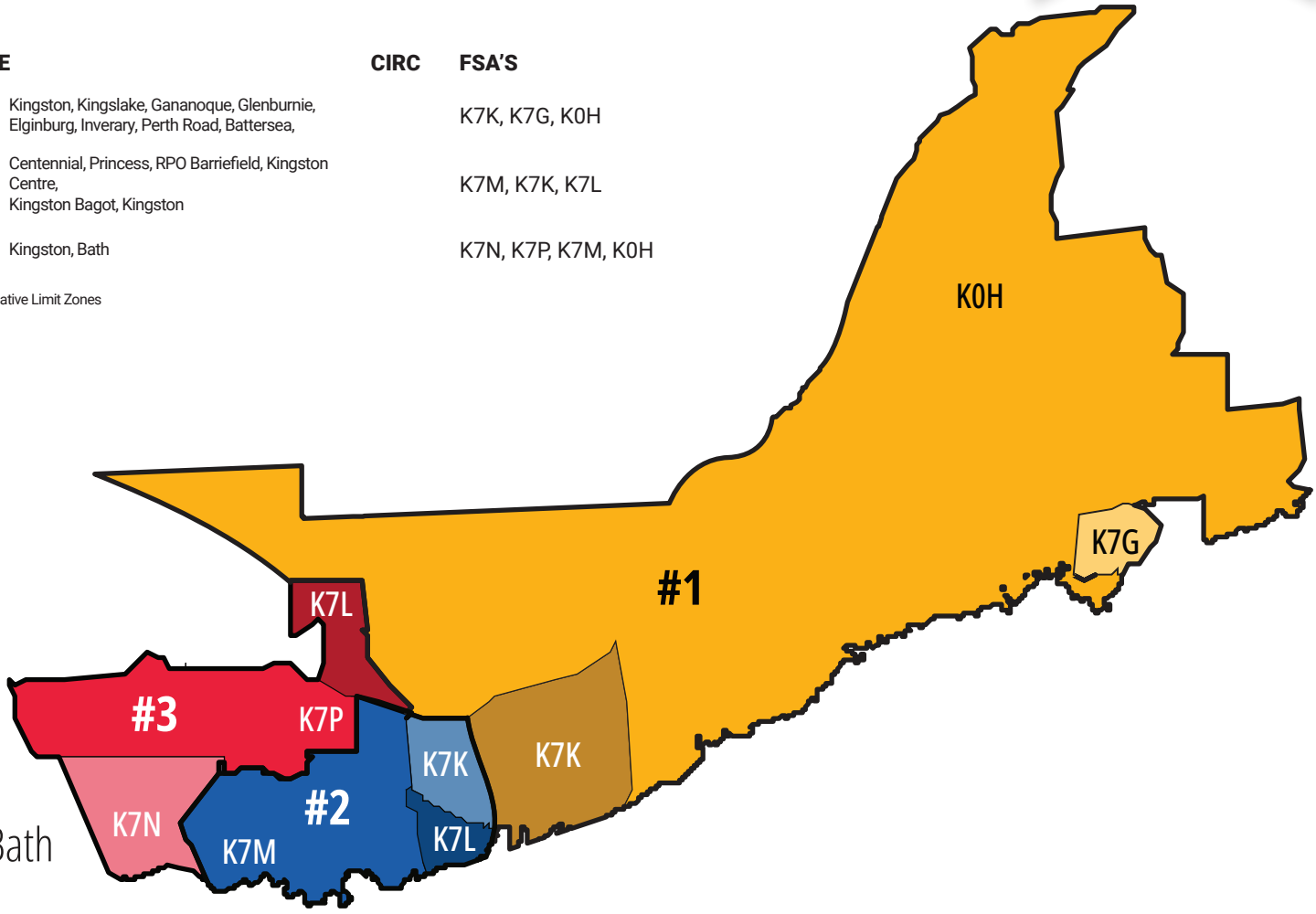
SOLO PLUS
KINGSTON

REACHING 45K HOMES PER ISSUE

Covering 3 Distribution Zones

ZONE		CIRC	FSA'S
1	Kingston, Kingslake, Gananoque, Glenburnie, Elginburg, Inverary, Perth Road, Battersea,		K7K, K7G, K0H
2	Centennial, Princess, RPO Barriefield, Kingston Centre, Kingston Bagot, Kingston		K7M, K7K, K7L
3	Kingston, Bath		K7N, K7P, K7M, K0H

Approximative Limit Zones



- Bath

Co-market with Jason Clarke and reach 15,000 homes for $1,500, about 75% less than mailing your own postcard through Canada Post.

Smartmail Marketing™ | Expert Partner



PARTNER WITH
JASON CLARKE
REALTOR® & HEAD COACH
LPT REALTY, BROKERAGE

TO ADVERTISE
613-900-5845

KINGSTON

Reaching	Covering	Issued
45K	**3**	**11x**
Homes	Distribution Areas	Per Year

- Category **Exclusivity**
- **Print, Design & Delivery** by Canada Post included
- **$1500** Per Zone Per Mailing Only **10 cents** per home
- **Outside Exposure** for all Advertisers
- Only **4** Advertisers per Zone



Distribution

ZONE		CIRC	FSA'S
1	Kingston, Kingslake, Gananoque, Glenburnie, Elginburg, Inverary, Perth Road, Battersea,	15,000	K7K, K7G, K0H
2	Centennial, Princess, RPO Barriefield, Kingston Centre, Kingston Bagot, Kingston	15,000	K7M, K7K, K7L
3	Kingston, Bath	15,000	K7N, K7P, K7M, K0H

ISSUE		IN-HOME BETWEEN
1	JAN	Mid-Month
2	FEB	Mid-Month
3	MAR	Mid-Month
4	APR	Mid-Month
5	MAY	Mid-Month
6	JUN	Mid-Month
7	JUL	Mid-Month
8	AUG	Mid-Month
9	SEP	Mid-Month
10	OCT	Mid-Month
11	NOV	Mid-Month



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VOLUME DISCOUNTS
& PAYMENT TERMS | SOLO PLUS KINGSTON

Minimum Commitment

Every partnership starts with a minimum of **two mailings**. Advertising builds recognition over time, and two mailings give your business the repeat exposure that gets results. Spots are limited to **4 advertisers per zone**, with **category exclusivity**, and a spot is held only once your agreement is signed.

Volume Discounts

Commitment	Discount	Price / Mailing	Example Total
2-3 consecutive mailings	Standard	**$1,500**	-
4+ consecutive mailings	$75 off	**$1,425**	4 = $5,700
8+ consecutive mailings	$125 off RECOMMENDED	**$1,375**	8 = $11,000
12+ consecutive mailings	$200 off BEST VALUE	**$1,300**	12 = $15,600

Discounts apply to consecutive mailings in the same zone.

Payment Terms

- **25% deposit** on signing the agreement.
- Remaining balance in **three equal payments**, 30 days apart.

Commitment	Deposit (25%)	Then 3 Payments	Contract Total
4 mailings	$1,425	3 x $1,425	$5,700
8 mailings	$2,750	3 x $2,750	$11,000
12 mailings	$3,900	3 x $3,900	$15,600

Why Consistency Wins

Repetition builds recognition. Most homeowners need to see a business 7 or more times before they act, so the best results come from mailing the same zone month after month. That's why we recommend **8 or more consecutive mailings**, and why our biggest savings go to partners who stay consistent. **Mailing one zone three times will out-perform mailing three zones once.**

JASON CLARKE
REALTOR® & HEAD COACH | LPT REALTY, BROKERAGE

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WHAT CANADA POST CHARGES

Snap Admail™ Pricing | Neighbourhood Targeting, All Inclusive Rates

If you did your own 6" x 12" postcard with Canada Post, it would be

approximately 43 cents a house = $6,420 for 15,000 homes

Math: 42.8¢ (10,000 tier) x 15,000 homes = $6,420. Source: canadapost-postescanada.ca/sam/pricing (Oct 27, 2026)

Price per Piece (Includes Postage)

Quantity	11" x 17" Tri-Fold Flyer	6" x 12" Postcard	6" x 9" Postcard	8.5" x 11" Half-Fold Flyer	5" x 7" Postcard	4" x 5.5" Mini-Postcard
500	$1.97	$1.14	$1.03	$1.44	$1.01	81.8¢
1,000	$1.30	67.8¢	61.8¢	90.8¢	60.3¢	54.8¢
2,500	$1.16	54.8¢	51.3¢	80.8¢	50.3¢	46.8¢
5,000	68.9¢	46.3¢	44.3¢	53.8¢	41.8¢	36.8¢
10,000	66.2¢	**42.8¢**	40.3¢	51.8¢	39.3¢	34.8¢
25,000	62.2¢	**40.3¢**	37.8¢	49.8¢	36.8¢	32.8¢
50,000	59.5¢	38.3¢	35.8¢	47.8¢	34.8¢	29.8¢

Highlighted: 6" x 12" postcard, the closest match to a Solo Plus mailing.
Tri-fold flyer folds to 5.66" x 11"; half-fold flyer folds to 5.5" x 8.5". All prices include postage.

See it for yourself:

canadapost-postescanada.ca/sam/pricing

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