

# MIRAMICHI ADS

**KEEPING YOU IN MIND, ALL OF THE TIME,  
BOTH OFF & ONLINE!**



**Full Color Placemat Ads with QR codes  
leading to your web page or social media site.**



**MONTHLY RATES START AS LOW AS \$170.00 / month**

**Our Full Color Placemat Ads provide exposure  
to 4,000 - 5,000 potential customers each month.**

Our advertising platform has a greater ad exposure potential than almost any other printed vehicle. This is due to the fact that your advertising is in front of a captive audience of restaurant patrons for 30 to 60 minutes while they are relaxed and enjoying their meal.

While waiting to be served and eating their meal, they are looking at the mats and can scan the QR code on your ad. That will then take them directly to your mobile website or social media page where they will find even more information about your business, product, activity or event.

**Miramichi Ads - Full Color Placemat Advertising**

[jimsdigital@nb.aibn.com](mailto:jimsdigital@nb.aibn.com)

506-778-0345

# MIRAMICHI ADS

**KEEPING YOU IN MIND, ALL OF THE TIME,  
BOTH OFF & ONLINE!**

## **SOME FACTS ABOUT OUR FULL COLOR PLACEMATS**

Our FULL COLOR PLACEMATS are 11"x17" to provide continued exposure of the ads even after the food arrives on the table.

Your ad will be placed on one of either 3 or 4 placemats (A, B,C,and or D")

Our placemat print volume is between 15-20,000 mats per month and are collated to ensure that every third or forth placemat has your ad on it.

All the placemats are then distributed to all our participating restaurants.

## **MONTHLY ADVERTISING RATES**

As of January 2026 monthly rates are as follows.

### **Single Ad**

\$170 / month

3.8363 in. x 2.432 in.

### **Double Vertical Ad**

\$340 / month

3.8363 in. x 5.0967 in.

### **Triple Vertical Ad**

\$510 / month

3.8363 in. x 7.7936 in.

### **Double Horizontal Ad**

\$340 / month

7.9842 in. x 2.432 in.

***All advertising must be paid for prior to the advertising going to print. This may be done by e-transfer or cheque, or a series of post dated cheques for each month of that commitment period.***

Each ad created with a QR code will be linked to your web-site or social media page. We will also provide you with that same QR code for you to use on any other printed or promotional material you may be using.

*(All prices are subject to change without notice at our discretion as a result of increased production costs.)*

*However, any placemat ad prices agreed to at the time of the space being reserved, and for the period of time agreed to, will not change until the conclusion of that time period for which the space was reserved and subsequently paid for.*

*ie: 1 month, or 3 or more months.*

**Miramichi Ads - Full Color Placemat Advertising**

***jimsdigital@nb.aibn.com***

***506-778-0345***