



ADVERTISING PACKAGE

For further information or to place your ad,

please contact: Roxanne Thompson

[P] 403-625-4474 [F] 403-625-2828

[E] Roxanne@clareholmlocalpress.ca

The Clareholm Local Press is a weekly community newspaper, distributed every Wednesday. Our content consists of display ads, classified ads, obituaries, opinion, flashbacks, local police reports, weather, weekly features, good news, coming events, business directory and more. While the Local Press Circulation is approximately 1800, delivery to Clareholm, Stavely and Granum resonates a readership of just over 4000.

The Clareholm Local Press offers various advertising opportunities available to businesses and individuals. Please take a moment to read through the information outlined below, or give us a call and one of our advertising professionals will help you determine the best approach and our graphic designers will make it come alive!



Box 520, Claresholm, Alberta Canada T0L 0T0 • 4913 - 2 Street West
 Phone 625-4474 • Fax 625-2828 • e-mail clpress@telusplanet.net • web site www.claresholmlocalpress.ca
 Published Every Wednesday By EMS Press Ltd.

RATES (EFFECTIVE February 1, 2015)

SPECIFICATIONS:

- 6 column Tabloid format, printed offset
- CNU column width . . . 9.5 picas (1.569")
- 7 column Tabloid classified format
- Column width...8 picas (1.333")
- Page column depth 223 agates (15.25 inches)
- Reservations and closing:
 Friday noon week prior to publication.

READERSHIP: 3,942

(Print Measurement Bureau 1998 calculates 2.3 exposures per issue of each paid circulation community newspaper.)

CIRCULATION:

1714 (VCP audited) serving
 Claresholm 1359, Stavely 138, Granum 98,
 Others 196.

NATIONAL ADVERTISING:

Flat rate per agate line 72¢

VOLUME DISCOUNT/CONTRACT RATES:

- 100"-500" 10% off
- 500"-1,000" 15% off
- 1,000"-3,000" 20% off
- 3,000" or more 25% off

SUBSCRIPTION RATE:

1 year \$35.00 + GST = \$36.75
 For print copy or on-line subscriptions

LOCAL DISPLAY ADVERTISING:

Display Rate: \$7.90/Column Inch = (1.569" x 1")
 Obituaries: \$75.00

CLASSIFIED ADVERTISING:

(7 COLUMNS)

Regular classified, min. 20 words: \$9.25 (includes online)
Each Additional Word: 15¢ (non-comm.)

Classified Display - \$9.25/col. inch + \$2 per wk online

Legal Classified - 70¢ per agate line

Business Directory - \$11.00 per week (1 col x 2")

Must be prepaid & run a minimum of 13 weeks (\$143)

COLOR CHARGE:

Spot color: \$60.00
 Full color: \$100.00

POSITION CHARGE:

25% (where and when available)

INSERTS:

1900 required at 8¢ each (1/4 folded)

TERMS OF PAYMENT:

Agency Commission 15%
 VISA / MASTERCARD accepted.
 30th of the MONTH FOLLOWING.

NOTE:

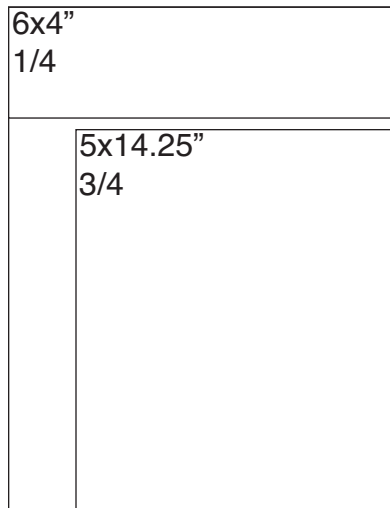
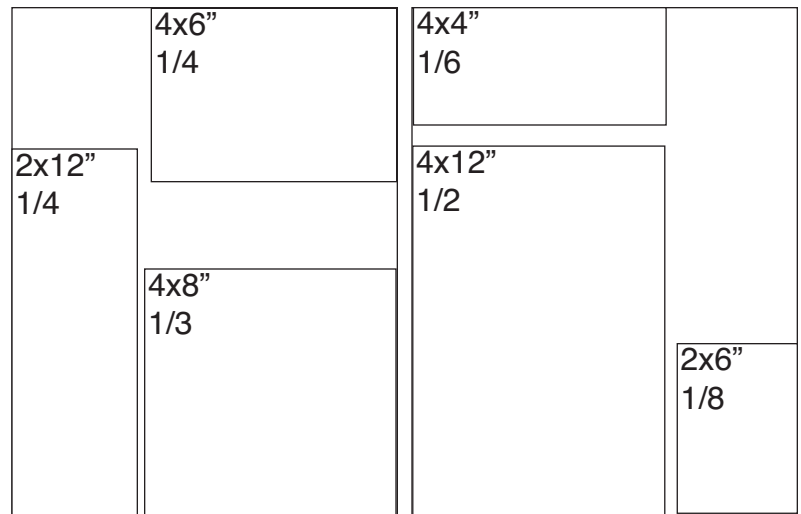
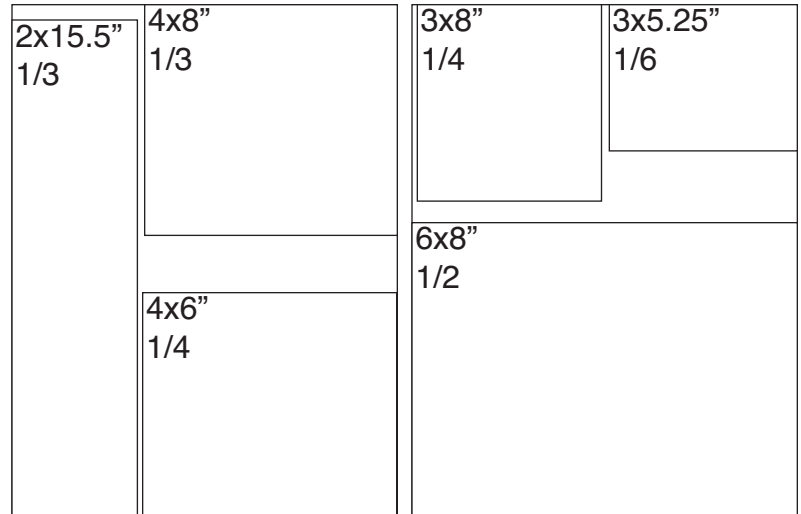
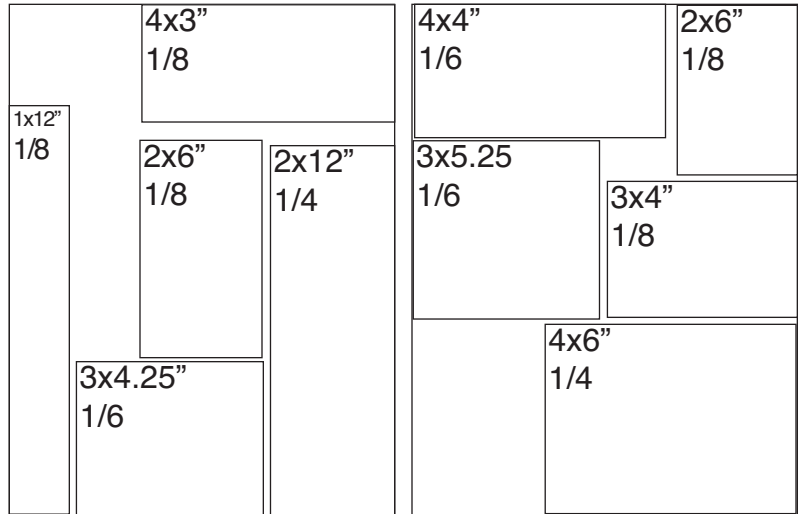
Classifieds and classified display ads are non-commissionable.

Claresholm Local Press

ADVERTISING RATE CARD Effective February 1, 2015

Based on 6 column C.N.U. Tabloid Format

\$7.90/col. inch	
Retail Page Portion Prices (+ GST):	
1/8 page - 12"	\$94.80 (+ GST) = \$99.54
1 c. x 12"	
2 c. x 6"	
3 c. x 4"	
4 c. x 3"	
6 c. x 2"	
1/6 page - 15.5"	\$122.45 (+ GST) = \$128.57
2 c. x 8"	
3 c. x 5.25"	
4 c. x 4"	
1/4 page - 24"	\$189.60 (+ GST) = \$199.08
2 c. x 12"	
3 c. x 8"	
4 c. x 6"	
1/3 Page - 32"	\$252.80 (+ GST) = \$265.44
2 c. x 15.5"	
3 c. x 10.5"	
4 c. x 8"	
1/2 Page - 48"	\$379.20 (+ GST) = \$398.16
3 c. x 15.5"	
4 c. x 12"	
5 c. x 9.5"	
6 c. x 8"	
3/4 Page - 72"	\$568.80 (+ GST) = \$597.24
5 c. x 14.25"	
6 c. x 12"	
Full Page - 91.5"	\$722.85 (+ GST) = \$759.00
\$60.00 for spot colour / \$100 for full colour	



Column Width 1.569 inches Column Depth 15.25" Gutter 1 pica

1 Column...1.569" (9p5) 2 Column...3.306" (19p10) 3 Column...5.042" (30p3)
 4 Column...6.778" (40p8) 5 Column...8.514" (51p1) 6 Column...10.25" (61p6)



RANDOM PLACEMENT

Display Ad Rates for 1 column, 2 column & 3 column \$7.90/col. inch (effective February 1, 2015)

1 column x 1 inch \$7.90 + GST	2 column x 1 inch \$15.80 + GST	3 column x 1 inch \$23.70 + GST
1 column x 2 inches \$15.80 + GST	2 column x 2 inches \$31.60 + GST	3 column x 2 inches \$47.40 + GST
1 column x 3 inches \$23.70 + GST	2 column x 3 inches \$47.40 + GST	3 column x 3 inches \$71.10 + GST
1 column x 4 inches \$31.60 + GST	2 column x 4 inches \$63.20 + GST	3 column x 4 inches \$94.80 + GST
1 column x 5 inches \$39.50 + GST	2 column x 5 inches \$79.00 + GST	3 column x 5 inches \$118.50 + GST
1 column x 6 inches \$47.40 + GST	2 column x 6 inches \$94.80 + GST	3 column x 6 inches \$142.20 + GST
1 column x 7 inches \$55.30 + GST	2 column x 7 inches \$110.60 + GST	3 column x 7 inches \$165.90 + GST
1 column x 8 inches \$63.20 + GST	2 column x 8 inches \$126.40 + GST	3 column x 8 inches \$189.60 + GST
1 column x 9 inches \$71.10 + GST	2 column x 9 inches \$142.20 + GST	3 column x 9 inches \$213.30 + GST
1 column x 10 inches \$79.00 + GST	2 column x 10 inches \$158.00 + GST	3 column x 10 inches \$237.00 + GST
1 column x 11 inches \$86.90 + GST	2 column x 11 inches \$173.80 + GST	3 column x 11 inches \$260.70 + GST
1 column x 12 inches \$94.80 + GST	2 column x 12 inches \$189.60 + GST	3 column x 12 inches \$284.40 + GST
1 column x 13 inches \$102.70 + GST	2 column x 13 inches \$205.40 + GST	3 column x 13 inches \$308.10 + GST
1 column x 14 inches \$110.60 + GST	2 column x 14 inches \$221.20 + GST	3 column x 14 inches \$331.80 + GST
1 column x 15 inches \$118.50 + GST	2 column x 15 inches \$237.00 + GST	3 column x 15 inches \$355.50 + GST



CLASSIFIED DISPLAY AD RATES

1 column, 2 column & 3 column
\$9.25/col. inch (includes \$2 on-line charge)
(effective February 1, 2015)

1 column x 1 inch \$11.25 + GST	2 column x 1 inch \$20.50 + GST	3 column x 1 inch \$29.75 + GST
1 column x 2 inches \$20.50 + GST	2 column x 2 inches \$39.00 + GST	3 column x 2 inches \$57.50 + GST
1 column x 3 inches \$29.75 + GST	2 column x 3 inches \$57.50 + GST	3 column x 3 inches \$85.25 + GST
1 column x 4 inches \$39.00 + GST	2 column x 4 inches \$76.00 + GST	3 column x 4 inches \$113.00 + GST
1 column x 5 inches \$48.25 + GST	2 column x 5 inches \$94.50 + GST	3 column x 5 inches \$140.75 + GST
1 column x 6 inches \$57.50 + GST	2 column x 6 inches \$113.00 + GST	3 column x 6 inches \$168.50 + GST
1 column x 7 inches \$66.75 + GST	2 column x 7 inches \$131.50 + GST	3 column x 7 inches \$196.25 + GST
1 column x 8 inches \$76.00 + GST	2 column x 8 inches \$150.00 + GST	3 column x 8 inches \$224.00 + GST
1 column x 9 inches \$85.25 + GST	2 column x 9 inches \$168.50 + GST	3 column x 9 inches \$251.75 + GST
1 column x 10 inches \$94.50 + GST	2 column x 10 inches \$187.00 + GST	3 column x 10 inches \$279.50 + GST
1 column x 11 inches \$103.75 + GST	2 column x 11 inches \$205.50 + GST	3 column x 11 inches \$307.25 + GST
1 column x 12 inches \$113.00 + GST	2 column x 12 inches \$224.00 + GST	3 column x 12 inches \$335.00 + GST

Advertising Rate Card

Effective February 1, 2015



Retail, 6 columns.....\$7.90/column inch
 Classified Display, 7 columns.....\$9.25/column inch
 plus \$2 per week for online inclusion
 Legal Classified70¢/agate line
 Classified Line (includes online)\$9.25/20 words
 (Each additional word 15¢)
 Business Directory.....\$11/week
 \$143 + gst (13 week contract ~ Pre-paid)
 Obituaries\$75
 Spot Colour.....\$60.00/colour
 Process Colour\$100.00
 Position Charge (where & when available).....25%
 Inserts (1/4 folded)1900 required @ 8¢ each
 Circulation1,714
 (1760 (VCP) serving Claresholm, Stavely, Granum and area)
 Readership3,942
 (Readership is calculated by 2.3 exposures per issue of each
 paid circulation community newspaper)
 Agency72¢/agate line
Ad & News Deadline: Friday, Noon - week prior



CIRCULATION - 29,115

Inserted weekly in the Okotoks Western Wheel, High River Times, Nanton News, Vulcan Advocate, Claresholm Local Press & the Fort Macleod Gazette

Retail, 6 columns\$16.90/column inch
 Front Page Ear Lug.....\$75/week
 Classified Display, 7 columns.....\$19.00/column inch
 Classified Line.....\$16.28/20 words
 (Each additional word 41¢)
 Business Directory\$31.00/week
 (13 week contract ~ Pre-paid \$403)
 Spot Colour.....\$60.00/colour
 Process Colour\$120.00
 Inserts (1/4 folded)29,115 required @ 8¢ each
Ad Deadline: Wednesdays, 5 p.m. - week prior
News Deadline: Wednesday, 5 p.m. - week prior

Volume Discounts

100 - 500 column inches 10%	1000 - 3000 column inches..... 20%
500 - 1000 column inches 15%	3000 - 5000 column inches 25%
	5000+ (Regional only)30%

Businesses advertise for three reasons:

1

Profit

Advertising generates sales for your business

2

Protection

Advertising protects your market share

3

Prestige

Advertising creates an image for your business