

# 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 Classified .....70¢/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  
 Circulation .....1,714  
 (1760 (VCP) serving Claresholm, Stavely, Granum and area)  
 Readership .....3,942  
 (Readership is calculated by 2.3 exposures per issue of each  
 paid circulation community newspaper)  
 Agency .....72¢/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

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

## 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