



# Value Ad Network

AWNA's Value Ad Network gives your small-space campaign access to remnant space in member newspapers at cut-rate prices. The affordable power of small-space exposure to highly responsive community news readers right across the province!

Community newspapers enjoy a truly special relationship with the markets they serve. Even today with so many channels and so much INFORMATION, community newspapers remain one trusted source for what is truly relevant in the lives of community residents. Your message can be part of it.

Place your **Value Ad** (business card sized) in **over 110** member newspapers province wide with a combined circulation of **over 800,000** for only...

**\$995** plus GST/HST



- CPM (cost to reach 1,000 people) of \$1.24, compared to the national average to reach people through advertising of \$4.02
- Compare at \$500 less for a similar sized ad, similar circulation, run once in a popular Alberta daily newspaper
- The least expensive form of display advertising, a flat rate based on a multiple newspapers for a small-space campaign.



the most readers • the most reach • the most value