

Where the wheatlands ...

CLARESHOLM LOCAL PRESS

...meet the range

403.625.4474 • www.claresholmlocalpress.ca

The image displays four sample pages of the Claresholm Local Press newspaper. The top page features a large photo of a basketball team and the headline 'Cobras win provincial 2A Boys Basketball Championship'. The second page shows a photo of a man and the headline 'Courage resigns from council; byelection in October'. The third page features a photo of a person and the headline 'Winter Festival'. The fourth page shows a photo of a basketball game and the headline 'Town council set to raise water and sewer rates'. Each page includes various smaller articles, advertisements, and a 'Where the wheatlands...' logo at the top.

Your community newspaper!

Local News & So Much More

Over 1,400 Copies! Reach Over 3,900 Readers!

Publishing every Wednesday

Covering: • Claresholm • Granum • Stavely
and all points in between!



WHY Advertise with Us?

Local News & So Much More
 Over 1,400 Copies! Reach
 Over 3,900 Readers!
 Publishing every Wednesday

We offer you a unique advertising opportunity!
**We can extend your reach into
 neighbouring communities too.**
Ask Brandy for more information!

Dedicated Readers



Community newspapers still have a
dedicated following of readers
 in our communities.

Independently Owned



We are an independently owned,
 award winning newspaper (provincially and nationally),
 who has a vested interest in our communities where we
 volunteer and support many community initiatives.

Flyers



Several big box businesses recognize the
 importance of our high circulation by inserting
 flyers in our papers on a weekly basis including:
 IGA, Claresholm Pharmacy, Michaels and Lowes.

ANY BUSINESS WOULD BENEFIT from advertising
 in our community newspapers. It is a proven fact that a weekly newspaper is
 viewed by our readers several times over the course of a week,
 and by several members in each household.



ADVERTISING RATES

Contact Brandy McLean
403-625-4474
sales@claresholmlocalpress.ca

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:

1420 (VCP audited) serving
Claresholm 1067, Stavely 122, Granum 57, Online 53,
Others 174.

SUBSCRIPTION RATE:

1 year - mailed..... \$40 + gst = \$42.00
1 year - online\$35 + gst = \$36.75
Add online to mailed to have both\$15 + gst = \$15.75
Buy Multiple Years and SAVE!
2 years - mailed\$36/year + gst
3 years- mailed\$32/year + gst

TERMS OF PAYMENT:

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

Classifieds and classified display ads are non-commissionable.
Classifieds are also published on-line

LOCAL DISPLAY ADVERTISING: (6 COLUMNS)

Display Rate: **\$8.00/Column Inch** = (1.569" x 1")

Level 1 (1-3 insertions)	\$0.57/ line	\$8.00/inch
Level 2 (4-5 insertions)	\$0.52/ line	\$7.28/inch
Level 3 (6-11 insertions)	\$0.49/ line	\$6.86/inch
Level 4 (12-25 insertions)	\$0.45/ line	\$6.30/inch
Level 5 (26-51 insertions)	\$0.42/ line	\$5.88/inch
Level 6 (52+ insertions)	\$0.40/ line	\$5.60/inch

CLASSIFIED ADVERTISING: (7 COLUMNS)

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

Classified Word Ad, up to 20 words: **\$9.25** (included online)

Each Additional Word: 15¢ (non-comm.)

Obituaries - includes photo and funeral home logo.

up to 250 words - \$75, 226-500 words - \$100,

over 500 words call for quote.

COLOR CHARGE: Spot color: \$35 • Full color: \$50

POSITION CHARGE: 25% (where and when available)

INSERTS:

1650 required at 9¢ each

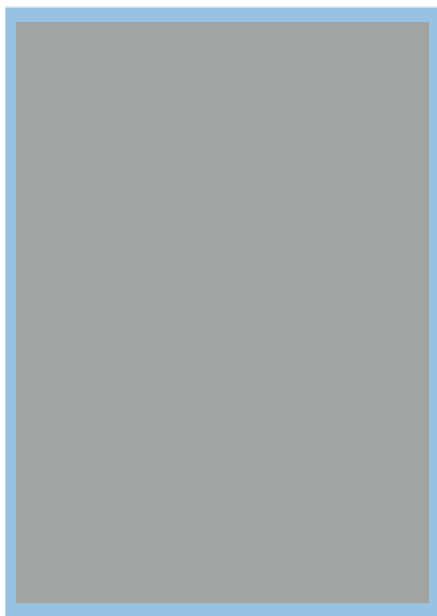
(1/4 folded) (max finished size 8.5x11)



Box 520, Claresholm, Alberta Canada T0L 0T0 • 4913 - 2 Street West
403-625-4474 • e-mail sales@claresholmlocalpress.ca • www.claresholmlocalpress.ca
Published Every Wednesday By EMS Press Ltd.

ADVERTISING RATES

Contact Brandy McLean
403-625-4474
sales@claresholmlocalpress.ca

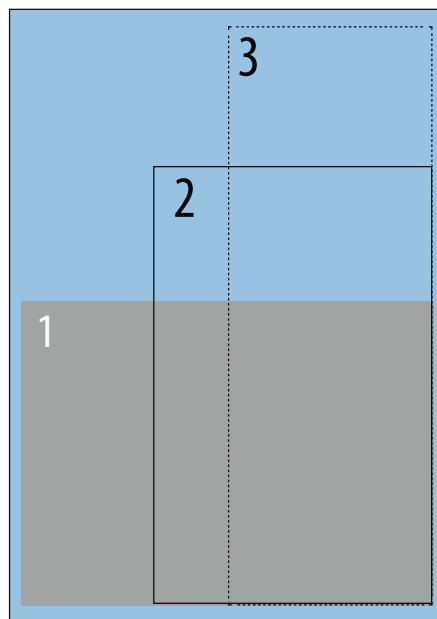


Full PAGE

\$732

COLOUR \$50

6c x 15.25"

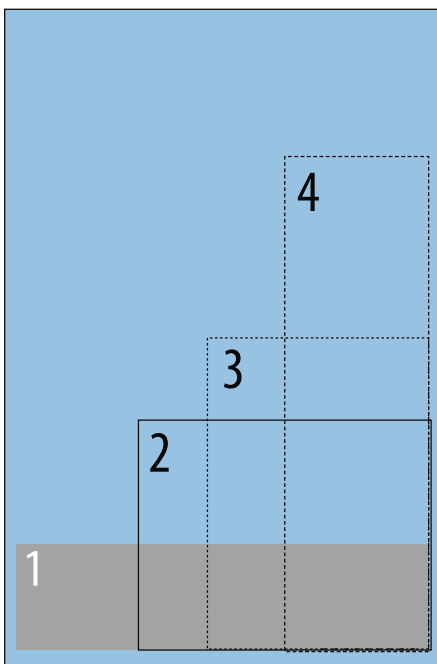


1/2 PAGE

\$384

COLOUR \$50

1. 6c x 8"
2. 4c x 12"
3. 3c x 15.25"

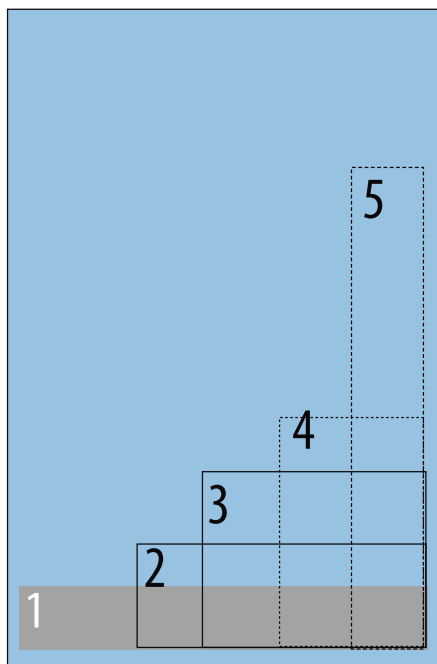


1/4 PAGE

\$192

COLOUR \$50

1. 6c x 4"
2. 4c x 6"
3. 3c x 7.75"
4. 2c x 12"



1/8 PAGE

\$96

COLOUR \$50

1. 6c x 2"
2. 4c x 3"
3. 3c x 4"
4. 2c x 6"
5. 1c x 12"



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Column Widths	Columns	Inches
	1 Col.	1.569"
	2 Col.	3.306"
	3 Col.	5.043"
	4 Col.	6.778"
	5 Col.	8.514"
	6 Col.	10.25"

BOOKING DEADLINE 12 PM THE FRIDAY PRIOR TO PUBLICATION



DRAW YOUR AD HERE!

Contact Brandy McLean • 403-625-4474
sales@claresholmlocalpress.ca

1					1
2					2
3					3
4					4
5					5
6					6
7					7
8					8



SPECIAL OFFERS AND FEATURE SECTIONS

Contact Brandy McLean • 403-625-4474 • sales@claresholmlocalpress.ca

COMMUNITY CALENDAR:

Published once each month including online

Regular Ad - 3 month commitment - \$20/month

Event Feature - 1 time - \$25/month

HOME BUSINESS

TAKE MY CARD:

Published the 1st week of each month

Regular Ad - 3 month commitment - \$20/month

Business card size - 3.3"x2"

ASK THE EXPERT:

Published the 3rd week of each month

250 word column - with advertising info.

Size - 5"x4"

\$68/month - 1 year commitment

Can do monthly, or Bi-Monthly.

BUSINESS DIRECTORY

Published Weekly

\$11.00/week (1 col x 2")

\$22.00/week (2 col x 2")

Run a minimum of 13 weeks (\$143)

WEBSITE ADVERTISING

starting at \$11.00/week

Various options available

\$5 add on option for any 1/4 page+ ad in the paper.

www.claresholmlocalpress.ca

Averages 1400 page views/week.

Multiple Booking Bonus!

BOOK A
2 COLUMN x 2" AD
FOR THREE OR MORE WEEKS
and we will
INCREASE your ad to a
2 COLUMN x 3" AD
FOR NO ADDITIONAL COST!

30% Bigger!

shown smaller than actual size.

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



Special Sections 2020

Publish Date	Special Section	Deadline
January 29	Trade Expo & Consumer Fair	Thursday, January 23
February 5,12,19 &26	RRSP Planning - <i>includes weekly column</i>	Thursday, January 30
February 12	Beef Breeders - in the <i>Regional</i>	Wednesday, February 5
March 18	Sports Registration	Thursday, March 12
March 18	Atom B Hockey Provincials	Tuesday, March 10
TBA (March 20, 2019)	Gearing up - in the <i>Regional</i>	
April 1 & May 6	Car Care - <i>Includes column</i>	Thursday, March 26
April 1, 8, 15, 22&29	Income Tax - <i>Includes column</i>	Thursday, March 26
April 8,15 &22	Think Spring	Tuesday, March 31
April 22	Administrative Week (<i>April 22</i>)	Tuesday, April 14
April 22	Volunteer Week (<i>April 19-25</i>)	Tuesday, April 14
April 22	Ask the Expert - Annual contract renewal	Thursday, April 16
TBA (April 24, 2019)	Spring Home Improvement - in the <i>Regional</i>	
April 29	Prom (<i>Prom is May 8</i>)	Thursday, April 23
May 6	2020 Community Directory	Friday, May 1
May 15	Mother's Day (<i>May 10</i>)	Thursday, April 30
	Visitors Guide	April 10
June 3	Seniors Week (<i>June 1-7</i>)	Tuesday, May 26
June 10	Town Wide Garage/Sidewalk Sale (<i>Sale June 13</i>)	Friday, June 5
June 17	Grad (<i>Grad is June 26</i>)	Thursday, June 11
June 24	Summer Kick Off	Tuesday, June 16
July 22	Estate Planning - <i>Includes column</i>	Wednesday, July 15
August 5	Fair Days (<i>August 6-9</i>)	Tuesday, July 28
TBA (August21, 2019)	Harvest - in the <i>Regional</i>	
August 19	Back to School	Tuesday, August 11
September 16	Salute to Agriculture	Tuesday, September, 8
September 23,30& October 7	Fall Home Improvement	Tuesday, September, 15
October 7	Newspaper Week (<i>October 4-10</i>)	
October 21	Small Business Week (<i>October 20-26</i>) <i>Includes contest</i>	Tuesday, October 9
October 28	First Responders Day (<i>October 28</i>)	Tuesday, October 21
November 11	Remembrance Day	Tuesday, November 3
November 25	Old Fashioned Christmas (<i>November 27</i>)	Thursday, November 19
December 2	Spirit of Christmas - <i>Includes contest</i>	Tuesday, November 24
December 16	Christmas Greeting	Monday, December 7
December 30	Year In Review	
January 06	First Paper of 2021	

For further information or to place your ad,
Please contact **Brandy McLean**
clpsales@shaw.ca
PH: 403-625-4474 FAX: 403-625-2828





Regional

2020 RATE CARD

► **REGIONAL CIRCULATION IS 27,500**

Published every week, the Regional covers a wide geographic area and is included as an insert in the Okotoks Western Wheel, High River Times, Nanton News, Vulcan Advocate, Claresholm Local Press and Fort Macleod Gazette.

RETAIL RATE

6 columns

\$16.90 per column inch

CLASSIFIED WORD AD

\$16.28/20 words

(each additional word 41¢)

CLASSIFIED DISPLAY AD

7 columns

\$19.00 per column inch

BUSINESS DIRECTORY

\$31/week - 2c x 1.75"

13 weeks prepaid

PICTURE THIS

Full Colour

\$30 1 week - 1c x 2"

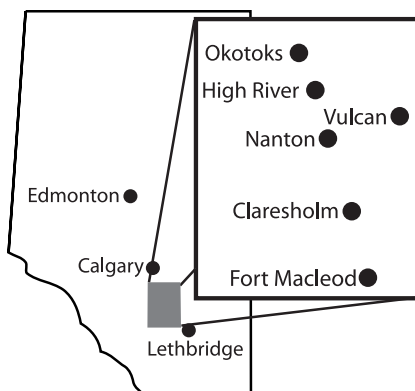
\$45 2 weeks - 1c x 2"

\$45 1 week - 2c x 2"

Max. Size 2c x 2"

BOOKING DEADLINE:
5 PM THE WEDNESDAY
PRIOR TO PUBLICATION

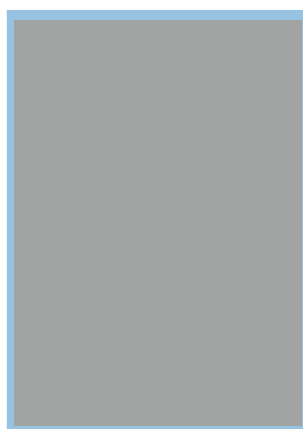
Column Widths	Columns	Inches
	1 Col.	1.44"
	2 Col.	3.046"
	3 Col.	4.649"
	4 Col.	6.251"
	5 Col.	7.853"
	6 Col.	9.456"



ADVERTISING DEADLINE:

*Wednesday @ 5:00 p.m.
week prior to
publication date.*

RATES DO NOT INCLUDE GST

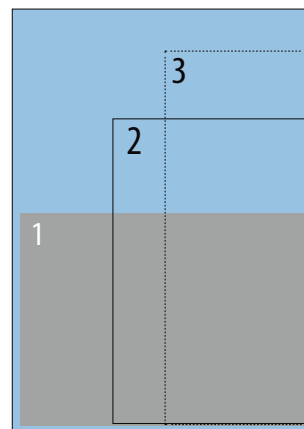


Full PAGE

\$1281.70

COLOUR \$50

6c x 12.64"

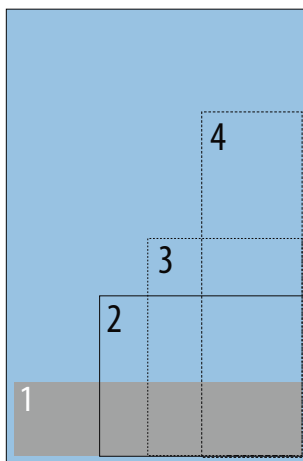


1/2 PAGE

\$633.75

COLOUR \$50

1. 6c x 6.25"
2. 4c x 9.25"
3. 3c x 12.5"

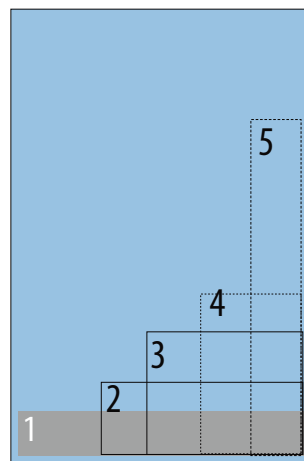


1/4 PAGE

\$316.88

COLOUR \$50

1. 6c x 3.125"
2. 4c x 4.68"
3. 3c x 6.25"
4. 2c x 9.375"



1/8 PAGE

\$160

COLOUR \$50

1. 6c x 1.5"
2. 4c x 2.5"
3. 3c x 3"
4. 2c x 4.75"
5. 1c x 9.5"