

# Claresholm LOCAL PRESS



## Your community newspaper!

Local News & So Much More

Over 1,325 Copies! Reach Over 3,575 Readers!

Publishing every Wednesday

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

☎ 403-625-4474

✉ info@claresholmlocalpress.ca

🌐 www.claresholmlocalpress.ca

🏠 4913 2nd St. W., Claresholm





# WHY

# Advertise with Us?

Local News & So Much More  
**Over 1,325 Copies! Reach  
Over 3,575 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  
clpsales@shaw.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 . . . 219 agates (15.5 inches)
- Reservations and closing:  
Friday 5 p.m. week prior to publication.

## READERSHIP: 3,575

(Print Measurement Bureau 2021 calculates 2.7 exposures per issue of each paid circulation community newspaper.)

## CIRCULATION:

**1325 (VCP audited) serving**  
Claresholm 900, Stavely 120, Granum 60,  
Online 70, Others 175.

## SUBSCRIPTION RATE: (GST included)

1 year - mailed ..... \$45  
2 years .....\$80  
3 years.....\$116  
1 year - online .....\$36.75  
Add online to mailed to have both .....\$15.75

## 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: **\$8.25/Column Inch** = (1.569" x 1")

Level 1 (1-3 insertions)	\$0.59/ line	\$8.25/inch
Level 2 (4-5 insertions)	\$0.54/ line	\$7.50/inch
Level 3 (6-11 insertions)	\$0.51/ line	\$7.10/inch
Level 4 (12-25 insertions)	\$0.47/ line	\$6.55/inch
Level 5 (26-51 insertions)	\$0.44/ line	\$6.15/inch
Level 6 (52+ insertions)	\$0.42/ line	\$5.85/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:** **added** 25%  
(where and when available)

## INSERTS:

1500 required at 9¢ each up to 50 g  
(1/4 folded) (max finished size 8.5x11)



Box 520, Claresholm, Alberta Canada T0L 0T0 • 4913 - 2 Street West  
403-625-4474 • e-mail clpsales@shaw.ca • www.claresholmlocalpress.ca  
Published Every Wednesday By Zimmer Oilfield Contracting Inc.



# SPECIAL OFFERS AND FEATURE SECTIONS

Contact Brandy McLean • 403-625-4474 • [clpsales@shaw.ca](mailto:clpsales@shaw.ca)

## COMMUNITY CALENDAR:

Published once each month including online and over 20 community locations

**Regular Ad** - 3 month committment - \$20/month

**Event Feature** - 1 time - \$25/month

## SHOP LOCAL MARKET PLACE

Published the 1st week of each month

**Regular Ad** - 3 month committment - \$25/month

**Business card size** - 3.3"x2"

**Ad can change each month.**

## ADVICE FROM THE PROS

Published the 3rd week of each month

**250 word column** - with advertising info.

**Size** - 5"x4"

**\$74/month** - 1 year commitment

**Can do monthly, or Bi-Monthly.**

## BUSINESS DIRECTORY

Published Weekly

\$11.50/week (1 col x 2")

\$23.00/week (2 col x 2")

Run a minimum of 13 weeks with no ad changes.

## MULTIPLE BOOKING BONUS

starting at \$99 for 3 weeks

Various options available, minmum 2c x 3" size, can change ad for each insertion.

Regular price \$148.50.

## 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](http://www.claresholmlocalpress.ca)

Averages 1400 page views/week.

## NON-PROFIT ADVERTISING

15% Discount

not to be combined with any other specials or in special sections.

## Businesses advertise for three reasons:

1

### PROFIT

Advertising generates sales for your business

2

### PROTECTION

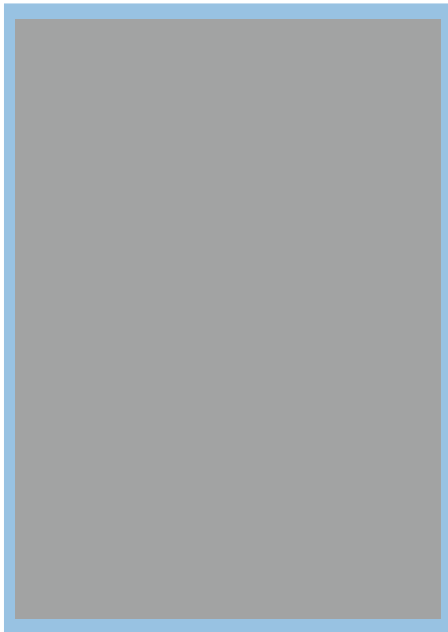
Advertising protects your market share

3

### PRESTIGE

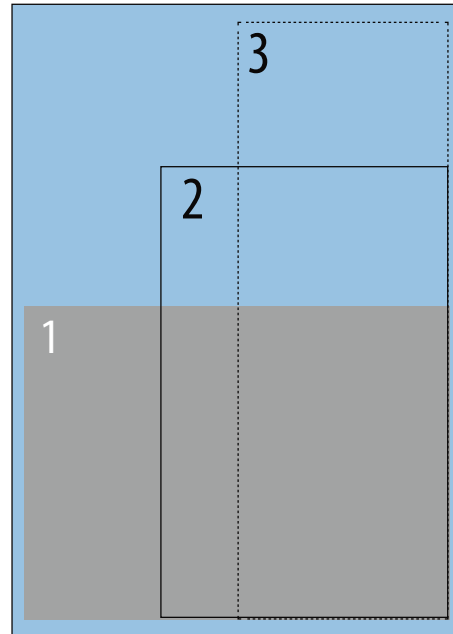
Advertising creates an image for your business

# COMMON ADVERTISING SIZES WITH COSTS



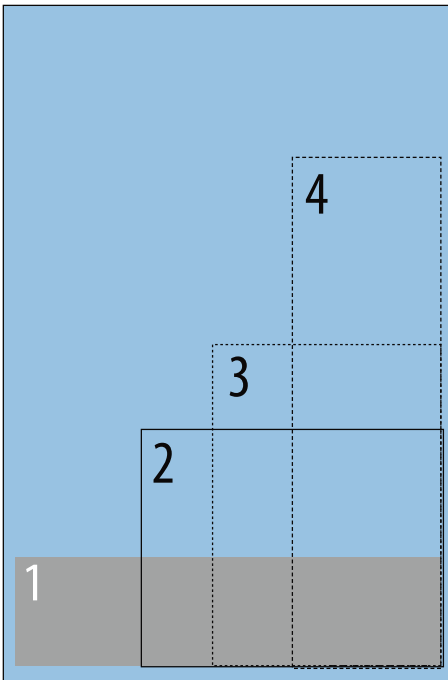
**Full PAGE**  
**\$767.25**

6c x 15.5"



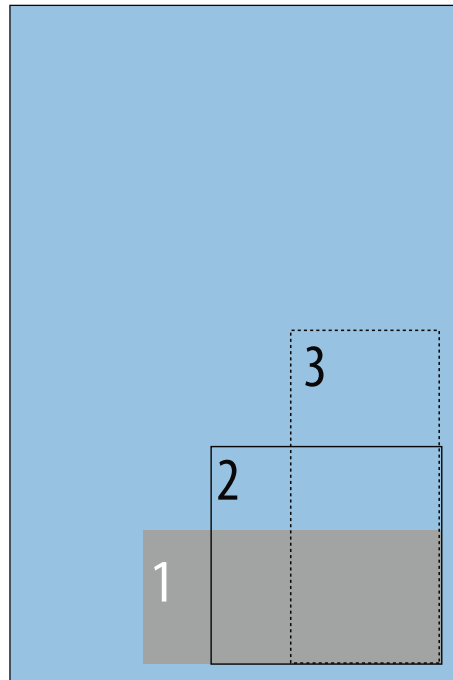
**1/2 PAGE**  
**\$396**

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



**1/4 PAGE**  
**\$198**

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



**1/6 PAGE**  
**\$130**

- 1. 4c x 4"
- 2. 3c x 5.25"
- 3. 2c x 7.75"

**Costs are per insertion**  
**Plus GST.**

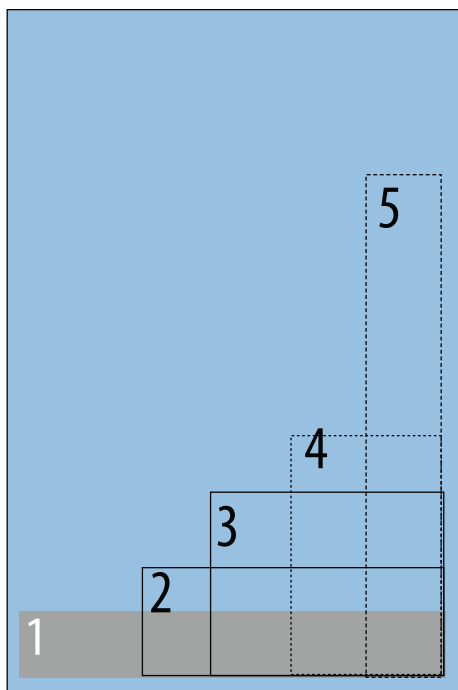
**COLOUR - Add \$50**

**Contact Brandy McLean**  
**403-625-4474 • [clpsales@shaw.ca](mailto:clpsales@shaw.ca)**

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"

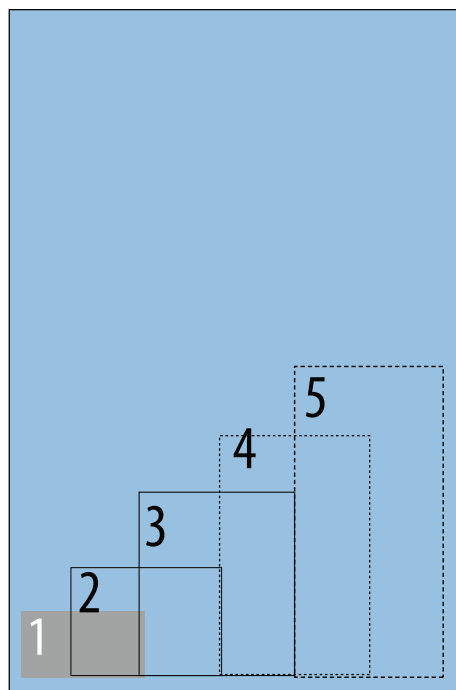
**BOOKING DEADLINE 5 PM THE FRIDAY PRIOR TO PUBLICATION**

# COMMON ADVERTISING SIZES WITH COSTS



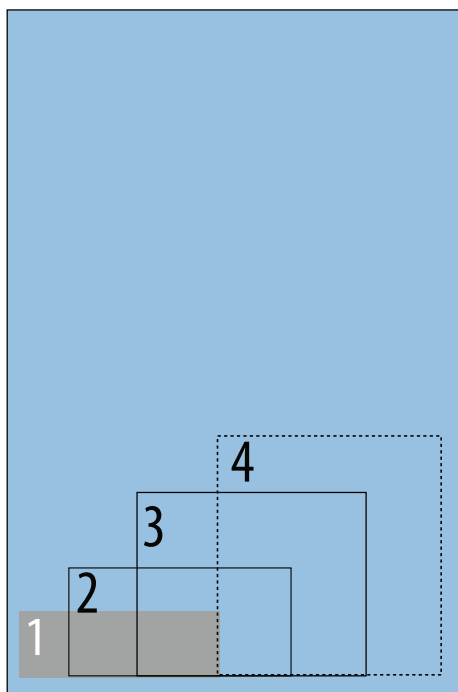
## 1/8 PAGE \$99

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



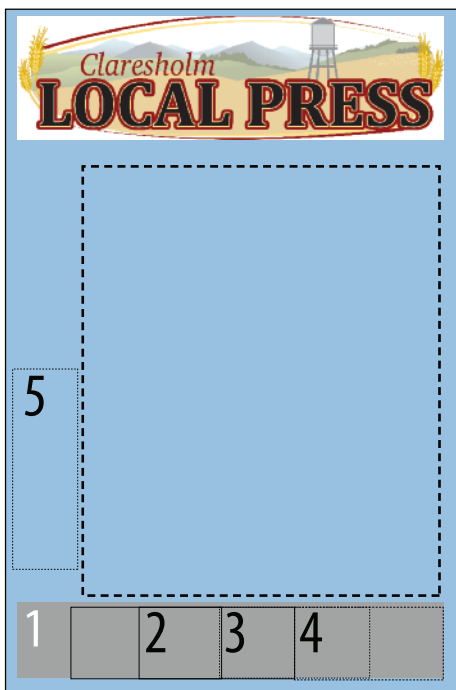
## 2 column Ads

1. 2c x 2" \$33
2. 2c x 3" \$49.50
3. 2c x 4" \$66
4. 2c x 5" \$82.50
5. 2c x 6" \$99



## 3 column Ads

1. 3c x 2" \$49.50
2. 3c x 3" \$74.25
3. 3c x 4" \$99
4. 3c x 5" \$123.75



## Front PAGE Options

1. 6c x 2" Full banner \$150
2. 4c x 2" 3/4 banner \$100
3. 3c x 2" 1/2 banner \$75
4. 2c x 2" \$50
5. 1c x 4" \$50

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

Costs are per insertion  
Plus GST.

COLOUR - Add \$50

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DRAW YOUR AD HERE!

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



# Special Sections 2023

Publish Date	Special Section	Deadline
February 1, 8, 15 & 22	RRSP Planning - <i>includes weekly column</i>	Thursday, January 26
March 8	Sports Registration	Thursday, March 2
March 8, 15 & 22	Income Tax - <i>Includes column</i>	Thursday, March 2
March 22	Thunder Alumni Tournament ( <i>March 24-26</i> )	Thursday, March 16
April 5, 12 & 19	Think Spring & Car Care - <i>Includes contest</i>	Thursday, March 30
April 19	Volunteer Week ( <i>April 16-22</i> )	Thursday, April 13
April 26	Trade Fair Special ( <i>April 28 &amp; 29</i> )	Thursday, April 20
April 28	2023 Community Directory	Friday, March 31
May 03	First Responders Day	Thursday, April 27
May 10	Mother's Day - <i>Includes contest (May 14)</i>	Thursday, May 04
May 24	Ask the Expert - Annual contract renewal	Thursday, May 18
Mid May	Explore Guide	Thursday, March 30
May 31	Town Wide Garage/Sidewalk Sale ( <i>Sale June 3</i> )	Friday, May 26
June 7	Seniors Week ( <i>June 5-11</i> )	Thursday, May 25
June 21	Grad - <i>With large posters (June 30)</i>	Thursday, May 25
June 28	Summer Kick-Off	Thursday, June 22
July 19	Estate Planning - <i>Includes column</i>	Wednesday, July 13
August 09	Fair Days ( <i>August 10-12</i> )	Thursday, August 3
September 6, 13 & 20	Fall Home Improvement	Tuesday, August 31
September 27	Salute to Agriculture	Thursday, September 14
October 4	Newspaper Week ( <i>October 1-7</i> )	Thursday, October 12
October 18	Small Business Week ( <i>October 31-21</i> ) <i>Includes contest</i>	Thursday, October 12
November 1	Handmade With Love	Thursday, October 26
November 8	Remembrance Day	Thursday, November 2
November 29	Old Fashioned Christmas ( <i>December 1</i> )	Thursday, November 23
November 29	Spirit of Christmas Songbook	Friday, November 17
December 13	Christmas Greeting	<b>Monday, December 4</b>
December 27	Year In Review	
January 3	First Paper of 2023	

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

