



Alberta Weekly Newspapers Association

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Alberta Weekly Newspapers Association enters into a strategic sales and marketing partnership with AdCanada Media Inc.

Edmonton – The Alberta Weekly Newspapers Association is proud to announce today that effective January 1, 2020 it will enter into a strategic partnership with AdCanada Media Inc. for the provision of sales and marketing services offered on behalf of AWNA and its 103 member newspapers across Alberta and the Northwest Territories.

‘We’ve had a longstanding relationship with Jeff Beardsworth and the team at AdCanada Media and felt that the timing was right to strengthen the voice of community newspapers on the prairies under a single sales and marketing umbrella,’ according to Alberta Weekly Newspapers Association Executive Director, Dennis Merrell. ‘It creates an opportunity for us to collaborate on new sales initiatives, deliver consistent research and most importantly it enhances our ability to provide an effective sales and marketing effort for our members, at a time when the media landscape is becoming increasingly complex.’

According to AdCanada Media Inc. Advertising Director/CEO, Jeff Beardsworth, the addition of Alberta’s community newspapers is an exciting proposition. ‘The objective of AdCanada Media right from day 1 was to remodel a sales and marketing effort that aligned to the current realities facing the newspapers industry. At scale, newspapers can be a challenging media to buy nationally, we needed to make that easier. On top of that, newspaper campaigns can be an expensive proposition in comparison to some of its competitors, we needed to take steps to address that. But above all else, readership of printed newspapers in rural markets which the prairies are full of is as strong today as it was 15 years ago. We need to do a better job of getting that message out and this partnership with AWNA provides us with a bigger podium to do that.’

Under the new agreement AdCanada Media will assume responsibility for the sales and marketing functions supporting AWNA member publications as well as the delivery of campaign execution services. The arrangement will also see current AWNA Advertising and Client Services Supervisor, Allana Bridgewater, join AdCanada in a similar role.

AdCanada Media Inc. is a for profit media agency with offices in Winnipeg, Saskatoon and Edmonton and specializes in the placement of newspaper campaigns across Canada and the United States.

For more information please contact:

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