

Looking for an  
easy and affordable  
way to extend  
your reach?



## **AdCanada Media Alberta 1/4 Page Network**

**One call. One bill. One easy solution.**

The AdCanada Media Alberta 1 /4 Page Network allows advertisers to keep a low budget and receive a strong ROI while advertising in participating Alberta newspapers.

**Print advertising works. Let us help you get noticed.**



**adcanada**  
Media Inc.

Formerly AdWest Marketing

adcanadamedia.ca  
info@adcanadamedia.ca  
1.877.701.4704

# AdCanada Media Alberta 1/4 Page Network

## Placement Costs

Save over 30% on your advertising costs in Alberta by taking advantage of AdCanada Media's Display Network program.

Province Wide \$19,747	AB - Peace Country & North \$2,265	AB - 60 Min Edmonton \$3,147	AB - Central (North West) \$2,423
	AB - Central (North East) \$2,538	AB - Central (Red Deer) \$3,333	AB - Central (South East) \$1,804
	AB - 60 Min Calgary \$2,935	AB Province -Wide (South West) \$2,331	Zone details on page 4!

\*Terms and conditions apply - see details.

## Network Reach

Advertise in 87 Alberta community newspapers with 1/4 page ads.

Reach nearly 550,000 households!

**Call us to book today!**  
**1.877.701.4704**



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# AdCanada Media

## Alberta 1/4 Page Network

### Terms and Conditions

**AdCanada Media is able to offer these highly discounted advertising opportunities subject to the following:**

- o Bookings and material must be received one week prior to week of publication.
- o One network insertion per client per week.
- o Rates, circulations and participating newspapers subject to change without notice.
- o Ads run 1x per week in each participating title.
- o All network ads are ROP position - position guarantees are not available.
- o Network placements run as described with no modifications to size, content or publications.
- o Network placements cannot be used in combination with other programs or opportunities.
- o To qualify for Network placement opportunities, advertisers must meet specific eligibility requirements. Alberta 1/4 Page Network placements are subject to availability and limited to one campaign per week with advertisers limited to four Alberta 1/4 Page Network campaigns per year.
- o Prices are in net and no further discounts will be applied. (Ex. Agency discounts)

## Material Specifications

(Sizes shown will be used to best manage the many column widths used by the individual newspapers. Material may be edited slightly to fit certain newspaper specs.)

Quarter Page (Classic quarter page in most papers - standardized for consistency, will appear smaller or larger than an actual quarter page in some papers.)

Configurations Required:

4.65" wide x 7" high

5" wide x 7" high

Note: Design services when requested or if required to correct sizing issues will be charged at a rate of \$30 per hour.



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## AdCanada Media Alberta 1/4 PageDisplay Ad Network Participating Newspapers

### AB - Peace Country & North    \$2,265\*

Total Circulation: 51,636

Regular Price: \$3,657

**SAVE \$1,392**

- Fairview Post
- Fort McMurray Today
- Grande Prairie (County) Town and Country News
- Grimshaw Mile Zero - Banner Post (Black & White only)
- High Level Echo-Pioneer (Black & White only)
- High Prairie / Falher South Peace News
- Peace Country Sun
- Peace River Record-Gazette
- Slave Lake Lakeside Leader
- Spirit River (Area) Central Peace Signal
- Wabasca Fever

ADD COLOUR JUST \$1445

### AB - Central (North-West)    \$2,423\*

Total Circulation: 24,268

Regular Price: \$3,661

**SAVE \$1,239**

- Drayton Valley Free Press
- Drayton Valley Western Review
- Edson Weekly Anchor
- Hinton Voice
- Jasper Fitzhugh
- Mayerthorpe Freelancer
- Swan Hills Grizzly Gazette
- Town & Country (inc. Athabasca Advocate, Barrhead Leader, Westlock News)
- Whitecourt Press
- Whitecourt Star

ADD COLOUR JUST \$862

### AB - 60 Min Edmonton    \$3,147\*

Total Circulation: 143,708

Regular Price: \$5,388

**SAVE \$2,242**

- Beaumont News
- Devon Dispatch News
- Fort Saskatchewan Record
- Lamont Leader
- Leduc Representative
- Morinville Free Press
- Redwater Review
- Sherwood Park News - Tue
- Spruce Grove Examiner
- St. Albert Gazette - Wed
- Stony Plain Reporter
- Tofield Mercury
- Wetaskiwin Times Advertiser

ADD COLOUR JUST \$828

### AB - Central (North-East)    \$2,538\*

Total Circulation: 56,113

Regular Price: \$3,972

**SAVE \$1,434**

- Cold Lake Sun
- Flagstaff County & Sedgewick Community Press
- Lakeland This Week (inc. Bonnyville Nouvelle, Elk Point Review, Lac La Biche Post, St. Paul Journal)
- Lloydminster Meridian Source (AB)
- Vegreville News Advertiser (Regional)
- Vermilion Standard
- Vermilion Voice
- Viking Weekly Review
- Wainwright Star/Edge

ADD COLOUR JUST \$889

Zones Continued on Next Page



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## AdCanada Media Alberta 1/4 PageDisplay Ad Network Participating Newspapers

### AB - Central (Red Deer) **\$3,333\***

Total Circulation: 63,634

Regular Price: \$5,193

**SAVE \$1,861**

- Bashaw Star
- Castor Advance
- Central Alberta Life (Red Deer)
- Lacombe Express
- Olds Mountainview Albertan (inc. Innisfail Province, Sundre Roundup)
- Ponoka News
- Rimbey Review
- Rocky Mountain House Mountaineer
- Stettler Independent
- Sylvan Lake News
- Three Hills Capital
- Wetaskiwin Pipestone Flyer

ADD COLOUR JUST \$1,335

### AB - Central (South East) **\$1,804\***

Total Circulation: 56,557

Regular Price: \$2,655

**SAVE \$852**

- Bow Island Commentator
- Brooks Bulletin
- Consort Enterprise
- Drumheller Mail
- East Central Alberta Review (Coronation)
- Hanna Herald
- Oyen Echo
- Provost News

ADD COLOUR JUST \$805

### AB - 60 Min Calgary **\$2,935\***

Total Circulation: 127,792

Regular Price: \$4,635

**SAVE \$1,700**

- Airdrie City View
- Airdrie Echo
- Banff/Canmore (Bow Valley) Crag and Canyon
- Calgary (Rural) Rocky View Weekly
- Canmore/Banff Rocky Mountain Outlook
- Chestermere Anchor City News
- Cochrane Eagle
- Cochrane Times
- High River Times
- Nanton News
- Okotoks Western Wheel
- Strathmore Times

ADD COLOUR JUST \$756

### AB - South West **\$2,331\***

Total Circulation: 27,949

Regular Price: \$3,702

**SAVE \$1,371**

- Cardston Temple City STAR
- Claresholm Local Press
- Coaldale Sunny South News
- Crowsnest Pass Herald
- Fort Macleod Gazette
- Lethbridge Prairie Post West
- Pincher Creek Echo
- Pincher Creek Shootin' The Breeze
- Raymond Magrath Westwind Weekly News
- Taber Times
- Vauxhall Advance
- Vulcan Advocate

ADD COLOUR JUST \$1,312

\*Net Price

Circulation numbers listed here fluctuate. Please contact us for current numbers.

**Alberta Province -Wide (All Zones) SAVE MORE: \$19,747**  
Full colour add \$7,854



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# Advertising Contract/Insertion Order

#203 2750 Faithful Avenue  
Saskatoon, SK S7K 6M6

Toll Free: 1.877.701.4704 Fax: 204.947.1919



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MEDIA INC.  
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Name of Advertiser: \_\_\_\_\_ Contact Person: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

### Ad Run Dates:

Run Date:	Cost:	Run Date:	Cost:

### AdCanada Alberta 1/4 Page Network Placement: (please check)

B/W     Full Colour  
(Where Available)

- Peace Country & North     Central: East     South East
- 60 Min Edmonton     Central: Red Deer     South West
- Central: West     60 Min Calgary     Province Wide Coverage

**Ad Cost: \$** \_\_\_\_\_ **# Weeks:** \_\_\_\_\_ **Total Due to AdCanada: \$** \_\_\_\_\_

Network placements run as described with no modifications to size, content or publications. Network placements cannot be used in combination with other programs or opportunities. Tearsheets are provided for Alberta Network Campaigns, at the time of invoicing. One network insertion order per client per week. Network bookings are full colour except where colour is not available. Rate, circulations and participating newspapers are subject to change without notice.

I/We agree to the terms of the AdCanada Media Network program and authorize AdCanada Media to proceed with the Network campaign for the weeks and cost outlined above.

Signature of Advertiser: \_\_\_\_\_ Date: \_\_\_\_\_

Method of Payment:  Cheque     Money Order/Cashier Cheque  
 Visa     MasterCard

Name of Card: \_\_\_\_\_ Amount: \$ \_\_\_\_\_

Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CVV#: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_