

Where the wheatlands ...  
**CLARESHOLM**  
meet the range.  
**LOCAL PRESS**

Box 520, Claresholm, Alberta Canada T0L 0T0 • 4913 - 2 Street West  
Phone 625-4474 • Fax 625-2828 • e-mail clpress@telusplanet.net • web site www.claresholmlocalpress.ca  
Published Every Wednesday By EMS Press Ltd.

**RATES** (EFFECTIVE January 1, 2010)

**KEY PEOPLE:**

Publisher: Roxanne Thompson  
Editor: Rob Vogt  
Reporter/Photographer: Alicia Fox  
**Ad Sales:** Roxanne Thompson  
Production: Amanda Zimmer & Julie Hutchinson  
Accounting/Front Office: Brandy Morrison

**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 (16 inches)
- Reservations and closing:  
Friday noon week prior to publication.

**READERSHIP: 4,248**

(Print Measurement Bureau 1998 calculates 2.3 exposures per issue of each paid circulation community newspaper.)

**CIRCULATION:**

1895 (VCP audited) serving  
Claresholm 1430, Stavely 170, Granum 90,  
Others 205.

**NATIONAL ADVERTISING:**

Flat rate per agate line 61¢

**VOLUME DISCOUNT/CONTRACT RATES:**

- 100"-500" . . . . . 10% off
- 500"-1,000" . . . . . 15% off
- 1,000"-3,000" . . . . . 20% off
- 3,000" or more . . . . . 25% off

**LOCAL DISPLAY ADVERTISING:**

Display Rate: \$7.15/Column Inch = (1.569" x 1")

**CLASSIFIED ADVERTISING:**

(7 COLUMNS)

**Regular classified**, minimum 20 words: \$7.50

*Each Additional Word: 15¢ (non-comm.).*

**Consecutive Repeat Insertion** - 1/2 price per week

**Classified Display** - \$8.95/col. inch

**Legal Classified** - 64¢ per agate line

**Business Directory** - \$9 per week (1 col x 2")

Must be prepaid and run a minimum of 13 weeks

**COLOR CHARGE:**

For each color: \$80.00 (comm.)

Process color available

**POSITION CHARGE:**

25% (where and when available)

**INSERTS:**

2000 required at 7¢ each (1/4 folded)

**TERMS OF PAYMENT:**

Agency Commission 15%

VISA / MASTERCARD accepted.

30th of the MONTH FOLLOWING.

Note: Classifieds and classified display ads are non-commissable.

**SUBSCRIPTION RATE:**

1 year..... \$30.00

For print copy or on-line subscriptions