

# 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

# Advertising Rate Card

Effective January 1, 2010



Retail, 6 columns .....	\$7.15/column inch
Classified Display, 7 columns.....	\$8.95/column inch
Legal Classified.....	64¢/agate line
Classified Line.....	\$7.50/20 words (Each additional word 15¢)
Business Directory .....	\$9/week \$117 + gst (13 week contract ~ Pre-paid)
Colour .....	\$80.00/colour
Process Colour .....	\$150.00
Inserts (1/4 folded).....	2000 required @ 7¢ each
Circulation .....	1,895 (1760 (VCP) serving Clareholms, Stavely, Granum and area)
Readership .....	4,359 (Print Measurement Bureau 1998 calculates 2.3 exposures per issue of each paid circulation community newspaper)
Agency .....	61¢/agate line
<b>Ad &amp; News Deadline: Friday, Noon - week prior</b>	



Retail, 6 columns .....	\$15.60/column inch
Front Page Ear Lug.....	\$75/week
Classified Display, 7 columns .....	\$18.50/column inch
Classified Line .....	\$15.60/20 words (Each additional word 40¢)
Business Directory .....	\$31.00/week (13 week contract ~ Pre-paid \$403)
Colour .....	\$80.00/colour
Process Colour .....	\$240.00
Inserts (1/4 folded) .....	28,115 required @ 7¢ each
Circulation .....	28,115 (serving Okotoks, High River, Nanton, Vulcan, Fort Macleod & Clareholm)
<b>Ad Deadline: Wednesdays, 5 p.m. - week prior</b>	
<b>News Deadline: Wednesday, 5 p.m. - week prior</b>	

## Volume Discounts

<b>100 - 500</b> column inches .....	<b>10%</b>	<b>1000 - 3000</b> column inches .....	<b>20%</b>
<b>500 - 1000</b> column inches .....	<b>15%</b>	<b>3000 - 5000</b> column inches .....	<b>25%</b>
		<b>5000+ (Regional only)</b> .....	<b>30%</b>