

**WORLD-SPECTATOR ADVERTISING & INFORMATION**

# advertising & information

- 2010 Edition -

com•mu•ni•ca•tion  
*transmission of thoughts, ideas or messages*

**Plain & Valley**  
Covering Southeast Saskatchewan and Southwest Manitoba



THE WORLD-  
**Spectator**

# Why Advertise?

## THE WORLD-SPECTATOR AND THE PLAIN AND VALLEY HAVE YOU COVERED!

### More readers than ever before

The World-Spectator has expanded its coverage area, and its readership has grown with the coverage area. Our area is benefiting from the \$2.8 billion expansion at PotashCorp Rocanville, pipeline expansion, oil activity, and new businesses being established in Moosomin and Rocanville. As this area grows, we are growing with it.

The World-Spectator has the local area covered, and our regional publication, Plain and Valley, provides total market coverage over an area from Indian Head and Montmartre in the west to Oak Lake in the east, and from the U.S. border to communities along the Yellowhead Highway. It is distributed through Canada Post to 23,500 mailboxes throughout the region.

### The only media that covers the whole market area

The World-Spectator covers the whole local area, from the young to the old, farmers to business owners, from Tantallon and Spy Hill to Maryfield and Wawota; from Kennedy and Langbank to Elkhorn and St. Lazare. No radio station or any other media can reach all these people. The Combase media study found only 44 per cent of people in the area listened to any local commercial radio station, and those were divided among 14 different stations. Plain and Valley covers an even larger area including communities from Alameda to Yarbo, from Binscarth to Wascada, from Bienfait to Russell.

### Competitively priced advertising

We encourage you to compare the cost per thousand readers of advertising in the World-Spectator with the cost of any other media. Our cost per thousand is lower than any other newspaper we have run comparisons with.

### Circulation figures you can trust

All circulation figures cited for the World-Spectator are audited figures. Audits are performed by Canadian Media Circulation Audit. As well as having our own circulation numbers audited, we have participated in ComBase, the largest media study in North America. Combase data comes from telephone surveys of people in our market area, which gives us data that compares our readership with those of other publications in the area, daily newspapers, and listenership of radio stations.

### Invest in your community

The World-Spectator and Plain and Valley provide news coverage for a wide area, and support a large number of community initiatives. The World-Spectator sponsors the annual Christmas Car Giveaway designed to increase local shopping. We provide thousands of dollars of cost-free promotion for community fundraising events such as the Moosomin and District Health Care Foundation, Relay For Life in Moosomin and Indian Head, and Bethlehem Live. We are able to promote our area because of the support of our advertisers, for which we are always grateful.

# Advertising Rates

## RATES FOR THE WORLD-SPECTATOR

# THE WORLD-Spectator

**COLOR CHARGE:**  
**\$120 EXTRA**  
 DISPLAY AD RATE: \$12.00/COL. INCH.

**1/8 Page**

**\$130**

Approximate Size: 3.333" x 6"

**1/4 Page**

**\$230**

Approximate Size: 5.042" x 8"

**1/3 Page**

**\$330**

Approximate Size: 5.042" x 11"

**1/2 Page**

**\$430**

Approximate Size: 10.333" x 8"

**Full Page**

**\$630**

Approximate Size: 10.333" x 15.5"

**Two Pages**

**\$1100**

Approximate Size: 21" x 15.5"

## CLASSIFIED RATES

BASED ON 25 WORD MINIMUM

**One Week**

**\$10.00**

40¢ per word

**Two Weeks**

**\$16.00**

\$8.00 per week  
32¢ per word

**Three Weeks**

**\$21.00**

\$7.00 per week  
28¢ per word

**Four Weeks**

**\$24.00**

\$6.00 per week  
24¢ per word

**ADD GST TO ALL PRICES**

# Advertising Rates

## Plain & Valley

Covering Southeast Saskatchewan and Southwest Manitoba

**COLOR CHARGE:**  
**\$120 EXTRA**  
**DISPLAY AD RATE:**  
**\$16/COL. INCH**

**1/8 Page**  
**\$180**

Approximate Size: 3.333" x 6"

**1/4 Page**  
**\$280**

Approximate Size: 5.042" x 8"

**1/3 Page**  
**\$380**

Approximate Size: 5.042" x 11"

**1/2 Page**  
**\$450**

Approximate Size: 10.333" x 8"

**Full Page**  
**\$650**

Approximate Size: 10.333" x 15.5"

**Two Pages**  
**\$1300**

Approximate Size: 21" x 15.5"

**ADD GST TO ALL PRICES**

## 2010 DISTRIBUTION DATES

**January 15, 2010**

Deadline: January 6, 2009

**February 12, 2010**

Deadline: February 3, 2009

**March 12, 2010**

Deadline: March 3, 2009

**April 9, 2010**

Deadline: March 31, 2009

**May 14, 2010**

Deadline: May 5, 2009

**June 11, 2010**

Deadline: June 2, 2008

**July 9, 2010**

Deadline: June 30, 2009

**August 13, 2010**

Deadline: August 4, 2009

**September 10, 2010**

Deadline: September 1, 2009

**October 8, 2010**

Deadline: September 29, 2009

**November 12, 2010**

Deadline: November 3, 2009

**December 10, 2010**

Deadline: December 1, 2009

# Plain & Valley



## PLAIN & VALLEY DISTRIBUTION AREA:

### SASKATCHEWAN

Alameda . . . . .	292	Forget . . . . .	33	Montmartre . . . . .	340
Alida . . . . .	158	Frobisher . . . . .	104	Moosomin . . . . .	1100
Antler . . . . .	70	Grayson . . . . .	180	Oxbow . . . . .	599
Arcola . . . . .	301	Gainsborough . . . . .	233	Parkman . . . . .	15
Bellegarde . . . . .	33	Gerald . . . . .	105	Peebles . . . . .	19
Benson . . . . .	61	Glen Ewen . . . . .	95	Redvers . . . . .	570
Bienfait . . . . .	385	Glenavon . . . . .	177	Rocanville . . . . .	517
Bredenbury . . . . .	242	Grenfell . . . . .	754	Spy Hill . . . . .	150
Broadview . . . . .	650	Heward . . . . .	37	Steelman . . . . .	23
Candiac . . . . .	50	Indian Head . . . . .	749	Stoughton . . . . .	358
Carievale . . . . .	200	Kenosee Lake . . . . .	140	Stockholm . . . . .	236
Carnduff . . . . .	334	Kelso . . . . .	28	Storthoaks . . . . .	74
Carlyle . . . . .	885	Kipling . . . . .	683	Tantallon . . . . .	81
Churchbridge . . . . .	250	Kisbey . . . . .	86	Wapella . . . . .	235
Coming . . . . .	61	Kennedy . . . . .	173	Wauchope . . . . .	22
Creelman . . . . .	110	Lampman . . . . .	476	Wawota . . . . .	451
Esterhazy . . . . .	1428	Langbank . . . . .	107	Welwyn . . . . .	80
Estevan . . . . .	270	Langenburg . . . . .	722	Whitewood . . . . .	723
Fairlight . . . . .	45	Marchwell . . . . .	52	Windthorst . . . . .	182
Fillmore . . . . .	120	Manor . . . . .	191	Wolseley . . . . .	419
Fleming . . . . .	54	Maryfield . . . . .	286	Yarbo . . . . .	60

**TOTAL SASKATCHEWAN DISTRIBUTION: 17,535**

### MANITOBA

Binscarth . . . . .	300	Lyleton . . . . .	37	Pipestone . . . . .	198
Birtle . . . . .	425	McAuley . . . . .	123	Reston . . . . .	318
Cromer . . . . .	68	Manson . . . . .	32	Russell . . . . .	325
Elkhorn . . . . .	350	Melita . . . . .	650	Sinclair . . . . .	81
Foxwarren . . . . .	137	Medora . . . . .	55	St. Lazare . . . . .	190
Goodlands . . . . .	48	Miniota . . . . .	194	Tilston . . . . .	90
Kirkella . . . . .	21	Oak Lake . . . . .	262	Virden . . . . .	1600
Kola . . . . .	77	Pierson . . . . .	210	Waskada . . . . .	100

**TOTAL MANITOBA DISTRIBUTION: 5,891**

## TOTAL DISTRIBUTION

# 23,426

# Workweek.ca

## Looking for employees?

Reach over  
**360,000**  
Saskatchewan households

through  
**86**  
newspapers

with one call!  
**(306) 435-2445**

workweek.ca



# Market Analyzer

The Market Analyzer is a national web-based geographic information system created for Canada's community newspapers. This technology provides a powerful tool for media planners and researchers to link circulation and penetration data with a comprehensive range of consumer, social-economic and readership data.

The Market Analyzer taps into the most current Statistics Canada

and Generation 5 databases. With over 5,000 fields of information available, this tool plays a key role in building successful advertising plans. For more information on using the Market Analyzer visit: [www.marketanalyzer.ca](http://www.marketanalyzer.ca).

## TOP 5 INDUSTRIES

Agriculture and resources . . . . .	33%
Health care and social services . . . . .	12%
Accommodation and food services . . . . .	8%
Construction . . . . .	8%
Retail trade . . . . .	7%

(Numbers represent percentage of population that work in the newspaper area's labor force.)

## PROFILE

Total population . . . . .	8,955
Total number of households . . . . .	3,658
Average household income . . . . .	\$44,758

## POPULATION BY AGE:

0-14 . . . . .	1,448
15-24 . . . . .	855
25-34 . . . . .	605
35-44 . . . . .	1,019
45-64 . . . . .	1,757
65 & over . . . . .	1,501

## CONSUMER SPENDING (2005)

Food . . . . .	\$20,710,000
Housing . . . . .	\$31,986,000
Household operations . . . . .	\$8,227,000
Household furnishings and equipment . . . . .	\$4,622,000
Clothing . . . . .	\$6,598,000
Transportation . . . . .	\$24,131,000
Health care . . . . .	\$5,316,000
Personal care . . . . .	\$2,214,000
Recreation . . . . .	\$9,803,000
Reading materials and other printed matter . . . . .	\$767,000
Education . . . . .	\$2,160,000
Tobacco products and alcoholic beverages . . . . .	\$3,788,000

## PEOPLE

### Marital Status

Single . . . . .	1,732
Married . . . . .	4,272
Separated . . . . .	83
Widowed . . . . .	735
Divorced . . . . .	285

### Household Structure

H/W family with child . . . . .	1,039
H/W no child . . . . .	1,086
Average number of persons per household . . . . .	3

### Family Structure (Married)

No children . . . . .	1,086
1 child . . . . .	282
2 children . . . . .	329
3 plus children . . . . .	304

## EMPLOYMENT/EDUCATION

### Employment in labor force

Unemployed . . . . .	5%
Employed . . . . .	95%

### Education

(Population 15+) . . . . .	6,365
Less than Grade 9 . . . . .	907
Grade 9 -12 . . . . .	2,871
Other university . . . . .	934
Trade certificates . . . . .	940
University degree . . . . .	301

## HOUSING

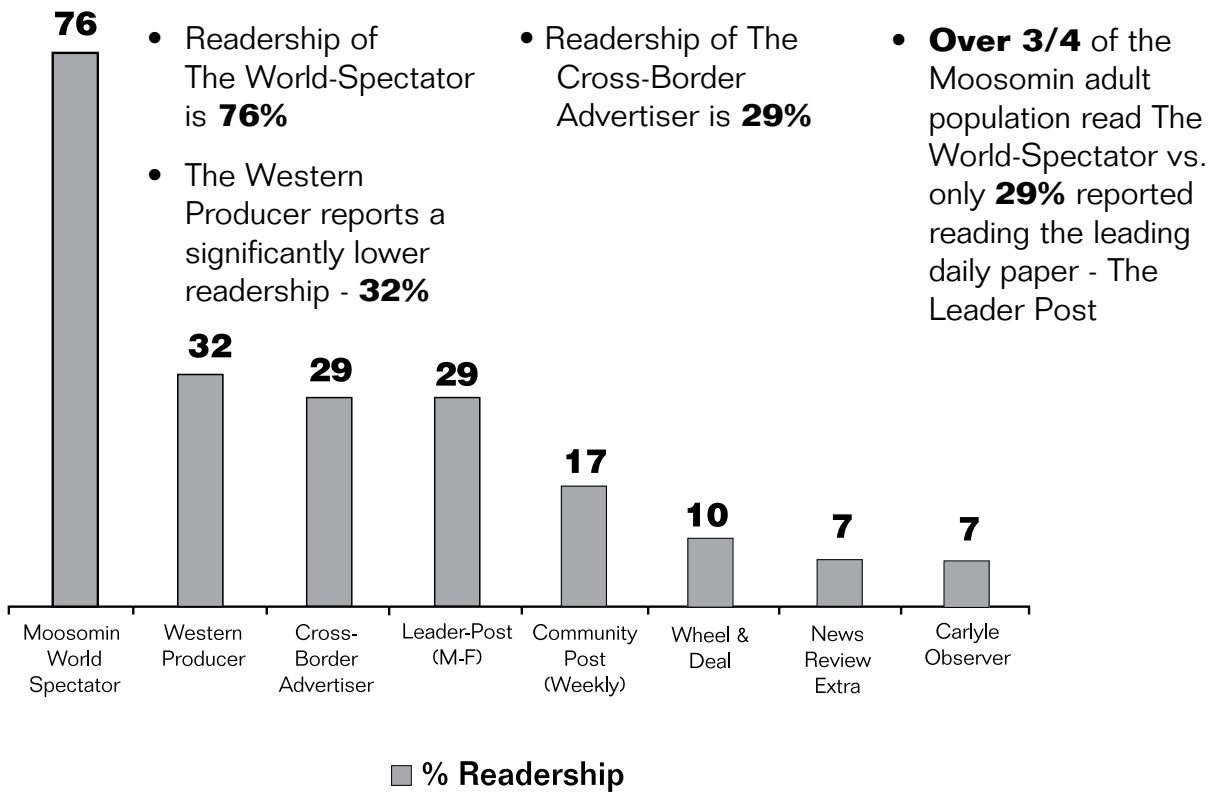
Total number of dwellings . . . . .	3,649
Single detached . . . . .	3,164
Owned dwellings . . . . .	2,980
Rented dwellings . . . . .	663

## AGRICULTURAL DATA

Total farm count . . . . .	1,019
Acres under cultivation . . . . .	872,766
Total farms receipts . . . . .	\$143,533,744
Total expenses . . . . .	\$130,777,000
Livestock and poultry market value . . . . .	\$119,450,359
Fertilizer purchases . . . . .	\$11,852,000
Chemical purchases . . . . .	\$10,067,000

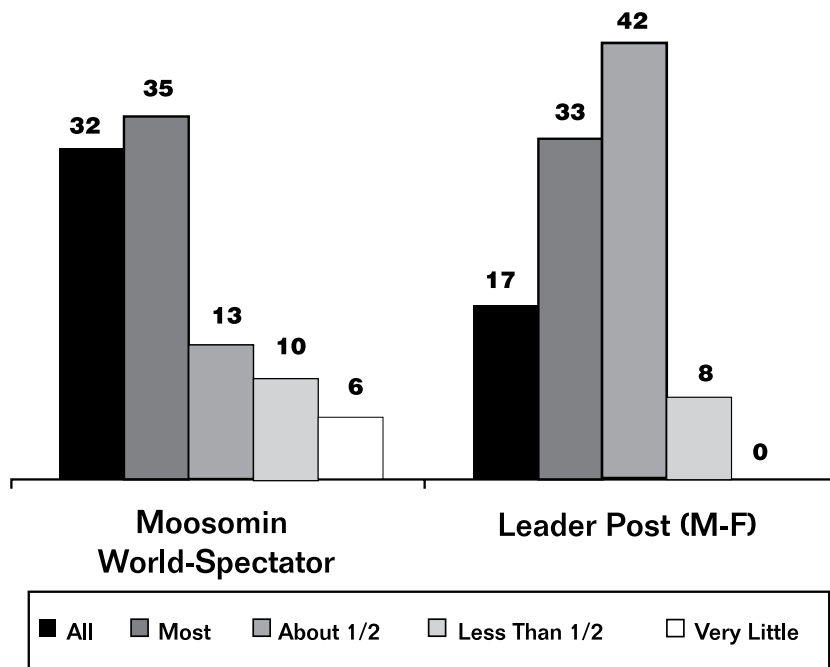
# Combase Information

## NEWSPAPER READERSHIP OVERVIEW



## HOW MUCH OF THE PAPER IS READ

- Readers of each paper were asked how much they read
- Moosomin adults are strong newspaper readers, reading the majority of every issue!
- 67% of The World-Spectator readers tend to read all or most of the paper vs. only 50% of Leader-Post readers who tend to read all or most of the paper

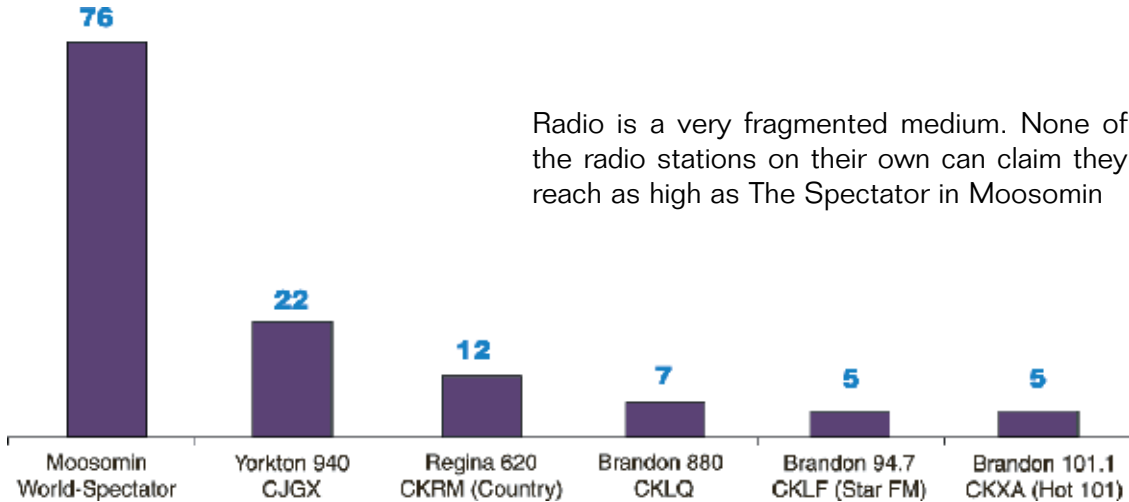


# Newspaper vs. Radio

**The World-Spectator is the most cost effective way to reach potential customers in the Moosomin area**

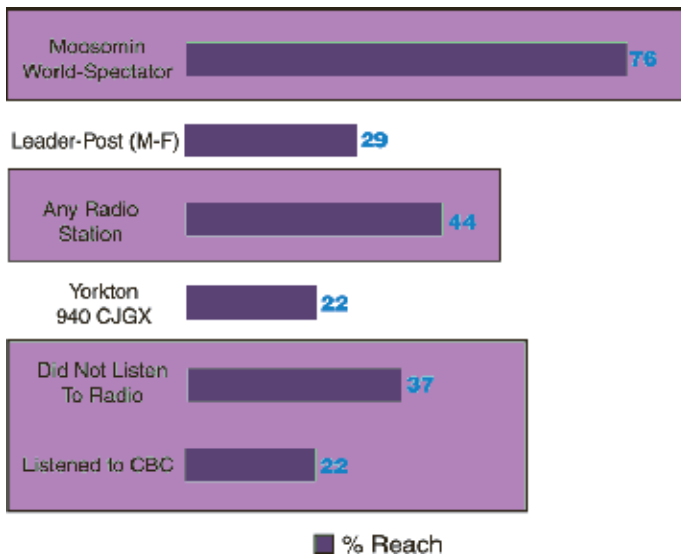
## Media Habits - Newspaper vs. Radio

(Moosomin, SK)



Radio is a very fragmented medium. None of the radio stations on their own can claim they reach as high as The Spectator in Moosomin

The following are some of the remaining radio stations, not shown on the graph, that respondents reported listening to in the World-Spectator's readership area: Weyburn 1190 CFSL 2 per cent, Regina 9890 CJME 2 per cent, Moose Jaw 800 CHAB 2 per cent, Brandon 96.1 KX96 2 per cent, Dauphin 730 CKDM 2 per cent. and Regina CKCK 2 per cent.



- The Moosomin World-Spectator out-performs all other media
- One insertion in The World-Spectator reaches more than all market radio stations combined (76% vs 44%)
- And to reach the 44% listening to any radio station you would have to buy all 14\* radio stations available in Moosomin!
- Radio reach is limited! 59% of the population cannot be reached with radio advertising - 37% did not listen to the radio yesterday and 22% listened to CBC.

Source: ComBase 2003 National Study

\*Base Population - Moosomin World-Spectator Distribution Area (4,100)


**ComBase**  
COMMUNITY NEWSPAPERS - DEFINITELY

**THE WORLD-Spectator**

**Call us at (306) 435-2445 to discuss your advertising needs!**

# Special Sections


## January 2010

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
	<b>Financial Planning</b>				 <b>Plain &amp; Valley</b>	
17	18	19	20	21	22	23
	<b>Home Plan</b>					
24	25	26	27	28	29	30
	<b>Snowmobile Section Car Care</b>					
31						

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# Special Sections

## February 2010

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1 Figure Skating Minor Hockey Travel Page	2	3	4	5	6
7	8 Valentines Day Section RRSP Section	9	10	11	12 Plain & Valley Wedding Issue 	13
14	15 Home Plan Recreational Vehicles RRSP Section	16	17	18	19	20
21	22 Car Care Section RRSP Section I Shop Local section	23	24	25	26	27
28						

# Special Sections


## March 2010

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1 Travel Page	2	3	4	5	6
7	8 Financial Planning	9	10	11	12 Plain & Valley Agriculture Issue 	13
14	15 Home Plan	16	17	18	19	20
21	22 Car Care Section Spring Ag Issue	23	24	25	26	27
28	29 Easter Section	30	31			

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# Special Sections

## April 2010

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2	3
4	5 Travel Page	6	7	8	9 Plain & Valley RVs/Summer Leisure 	10
11	12 Financial Planning	13	14	15	16	17
18	19 Administrative Professionals Section Home Plan	20	21	22	23	24
25	26 Get Involved Home Farm & Leisure Show Section Car Care	27	28	29	30	

# Special Sections


## May 2010

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2	3 Travel Page Nurses Week Section Mothers Day Occupational Health and Safety Week	4	5	6	7	8
9	10 Spring Home & Garden Section Financial Planning	11	12	13	14 Plain & Valley Mining, Energy and Manufacturing 	15
16	17 Home Plan Public Works Week	18	19	20	21	22
23	24 Car Care Section Mining, Energy & Manufacturing Section	25	26	27	28	29
30	31 Summer Tourist Guide					

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# Special Sections

## June 2010

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2	3	4	5
6	7 Summer Activities Page begins Travel Page Minor Ball Section	8	9	10	11  <b>Plain &amp; Valley</b>	12
13	14 Grad Section Financial Planning Father's Day Section	15	16	17	18	19
20	21 RV/ATV Section Home Plan	22	23	24	25	26
27	28 Rodeo Section Car Care	29	30			

# Special Sections


## July 2010

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2	3
4	5 Travel Page	6	7	8	9  Plain & Valley	10
11	12 Financial Planning	13	14	15	16	17
18	19 Home Plan	20	21	22	23	24
25	26 Fireworks Competition Promotion Car Care	27	28	29	30	31

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# Special Sections

## August 2010

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1		2	3	4	5	6	7
		<b>Back To School Section Travel Page</b>					
8	9	10	11	12	13	14	
		<b>Financial Planning</b>				<b>Plain &amp; Valley</b>	
15	16	17	18	19	20	21	
		<b>Home Plan</b>					
22	23	24	25	26	27	28	
		<b>Car Care</b>					
29		30	31				
		<b>Regional Business Guide Labor Day Section Summer Activity page ends</b>					

# Special Sections


## September 2010

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	4
5	6 Salute to Local Heroes Travel Page	7	8	9	10  Plain & Valley	11
12	13 Salute to Local Professionals Financial Planning	14	15	16	17	18
19	20 Get Involved! Home Plan	21	22	23	24	25
26	27 Mining, Energy & Manufacturing Car Care	28	29	30		

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# Special Sections

## October 2010

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
3	4 Travel Page	5	6	7	8  Plain & Valley	9
10	11 Fall Ag Issue Financial Planning	12	13	14	15	16
17	18 Small Business Week Home Plan	19	20	21	22	23
24	25 Women in Business Car Care	26	27	28	29	30
31						

# Special Sections


## November 2010

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1 Travel Page	2	3	4	5	6
7	8 Remembrance Day Section Financial Planning	9	10	11	12 Plain & Valley Plain & Valley	13
14	15 Home Plan Winter Activities Guide	16	17	18	19	20
21	22 Christmas Gift Guide Car Care	23	24	25	26	27
28	29	30				

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# Special Sections

## December 2010

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	4
5	6 Travel Page	7	8	9	10 Plain & Valley Snowmobiles 	11
12	13 Last Minute Gift Guide Financial Planning	14	15	16	17	18
19	20 Christmas Greetings Home Plan	21	22	23	24	25
26	27 New Years Greetings	28	29	30	31	

# Custom Printing

## THE WORLD-SPECTATOR IS YOUR LOCAL CUSTOM PRINTER!

### BUSINESS CARDS

Prices based on 500 cards

Black & White . . . **\$30**

Raised Ink (1 color) . **\$70**

Full Color. . . . . **\$90**

### BROCHURES

Based on 1500 or more brochures

One color for as low as

**25¢ each**

Full color for as low as

**90¢ each**

### BUSINESS OR PERSONAL CHEQUES

Many styles and

sizes to choose from!

**\$54/250**

### NCR FORMS

Based on 250 forms, glued in sets, 2-part NCR. (does not include set up)

8.5" x 11" . . . . **\$110**

5.5" x 8.5" . . . . **\$55**

4.25" x 5.5" . . . . **\$35**

### NCR SETS

2-part NCR, 8.5" x 11",

Glued in Sets

as low as

**32¢/set**

Price based on 750 sets, Setup and bindery extra.

### TICKETS

Many styles and sizes to choose from!

as low as

**5¢/each**

Price based on 500 tickets, 3.5" x 2", one color on card stock

### CUSTOM MAGNETS

Quantity of 500, 3.5" x 2", Full Color as low as

**60¢/each**

### CUSTOM STICKERS

Quantity of 500, 3.5" x 2", Full Color, Permanent Adhesive

as low as

**15¢/each**

### CUSTOM NOTEPADS

Quantity of 100, 4.25" x 5.5", One Color, 100 Pages/Pad

as low as

**\$2<sup>00</sup>/each**

### CUSTOM LETTERHEAD

500, 8.5" x 11", One Color

**\$55**

### CUSTOM ENVELOPES

500, Plain #10 Envelope, One Color

**\$117**

### CUSTOM FLYERS

2500+, 8.5" x 11", One Color, Setup extra

as low as

**8¢/each**

**PURCHASE TOGETHER AND SAVE!**

**CONTACT THE WORLD-SPECTATOR  
AT (306) 435-2445  
FOR CUSTOM QUOTES.**

# Blanket Classifieds

## BLANKET ALL OR PART OF SASKATCHEWAN WITH YOUR CLASSIFIED

PRICE FOR ONE ZONE

**ONLY \$86**

PRICE FOR ALL OF SASKATCHEWAN

**ONLY \$209**

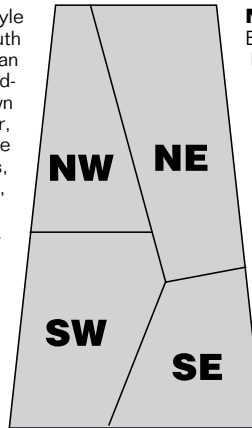
PRICE FOR 2 ZONES

**ONLY \$123**

Above prices are for 25 words or less. \$5 per word more for more than 25 words.

**SE ZONE INCLUDES:** Broadview Express, Carlyle Observer, Carnduff Gazette Post News, Deep South Star, Esterhazy Miner-Journal, Estevan Lifestyles, Estevan Mercury, Fort Qu'Appelle Times, Grenfell Sun, Indian Head-Wolseley News, Kipling Citizen, Langenburg Four-Town Journal, Melville Advance, Moosomin World-Spectator, Oxbow Herald, Wolseley R Town News, Radville Star, The Redvers New Optimist, The South West Trader Express, Weyburn Review, Weyburn This Week, Whitewood Herald, The Wolseley Bulletin

**SW ZONE INCLUDES:** Assiniboia Times, Biggar Independent, Davidson Leader, Eston-Elose Press Review, Gravelbourg Tribune, Gull Lake Advance, Herbert Herald, Kerrobert Citizen, Kindersley Clarion, Lanigan Adviser, Leader News, Maple Creek & Southwest Advance Times, Maple Creek News, Lumsden Waterfront Press, The Outlook, Rosetown Eagle, Shaunavon Standard, Strasbourg Last Mountain Times, Watrous Manitou, West Central Crossroads



**NW ZONE INCLUDES:** Battlefords News Optimist, Beaver River Banner, The Country Press, Cutknife Highway 40 Courier, Hafford Riverbend Review, Humboldt Journal, Lloydminster Meridian Booster, Macklin Mirror, Maidstone Mirror, Meadow Lake Northern Pride, Meadow Lake Progress, Rosthern Sask. Valley News, Rural Roota, Shellbrook Chronicle, Spiritwood Herald, Turtleford Northwest Neighbors, Unity Northwest Herald, Wakaw Recorder, Wilkie Press.

**NE ZONE INCLUDES:** Canora Courier, Creighton/Flin Flon Northern Visions Gazette, Foam Lake Review, Hudson Bay Post Review, Ituna News, Kamsack Times, Kelvington Radio, Kinistino/Birch Hills Post-Gazette, La Ronge Northener, Melfort Journal, Naicam News, Nipawin Journal, Norquay North Star, Northeast Chronicle, Parkland Review, Preeceville Progress, Tisdale Recorder, Wadena News, Watson Witness, Wynyard Advance/Gazette, Yorkton News Review, Yorkton This Week.

## BLANKET ALL OR PART OF CANADA WITH YOUR CLASSIFIED

All ads are subject to 5% GST. All classified prices are based on 25 words or less.

### BRITISH COLUMBIA

Deadline: Wednesday  
Circulation: 1,966,203  
Papers: 115  
Basic Charge: \$395.00  
Extra Words: \$9.00

### ALBERTA/NWT

Deadline: Wednesday  
Circulation: 877,479  
Papers: 117  
Basic Charge: \$259.00  
Extra Words: \$8.00

### SASKATCHEWAN

Deadline: Tuesday  
Circulation: 356,252  
Papers: 84  
Basic Charge: \$209.00  
Extra Words: \$5.00

1 Zone: \$81.00  
2 Zones: \$117.00

### MANITOBA

Deadline: Wednesday  
Circulation: 375,299  
Papers: 46  
Basic Charge: \$189.00  
Extra Words: \$5.00

### Manitoba Breakdown WESTMAN

Circulation: 76,651  
Papers: 25  
Basic Charge: \$119.00  
Extra Words: \$5.00

### EASTMAN

Circulation: 298,648  
Papers: 21  
Basic Charge: \$119.00  
Extra Words: \$5.00

### ONTARIO

Deadline: Wednesday  
Circulation: 2,465,886  
Papers: 200  
Basic Charge: \$449.00  
Extra Words: \$88.00

### Ontario Breakdown WESTERN ONTARIO

Circulation: 548,185  
Papers: 67  
Basic Charge: \$142.00  
Extra Words: \$6.00

### CENTRAL ONTARIO

Circulation: 702,506  
Papers: 42  
Basic Charge: \$145.00  
Extra Words: \$6.00

### EASTERN ONTARIO

Circulation: 1,046,181  
Papers: 62  
Basic Charge: \$155.00  
Extra Words: \$6.00

### NORTHERN ONTARIO

Circulation: 169,014  
Papers: 29  
Basic Charge: \$90.00  
Extra Words: \$6.00

### QUÉBEC (ENGLISH)

Deadline: Tuesday  
Circulation: 399,282  
Papers: 26  
Basic Charge: \$160.00  
Extra Words: \$6.00

### QUEBEC (FRENCH)

Circulation: 4,521,544  
Papers: 149  
Basic Charge: \$1,074.00

### MONTREAL

Circulation: 283,946  
Papers: 11  
Basic Charge: \$80.00  
Extra Words: \$6.00

### ATLANTIC CANADA

Deadline: Monday  
Circulation: 342,056  
Papers: 59  
Basic Charge: \$159.00  
Extra Words: \$5.00

### ALL CANADA (INCLUDING FRENCH)

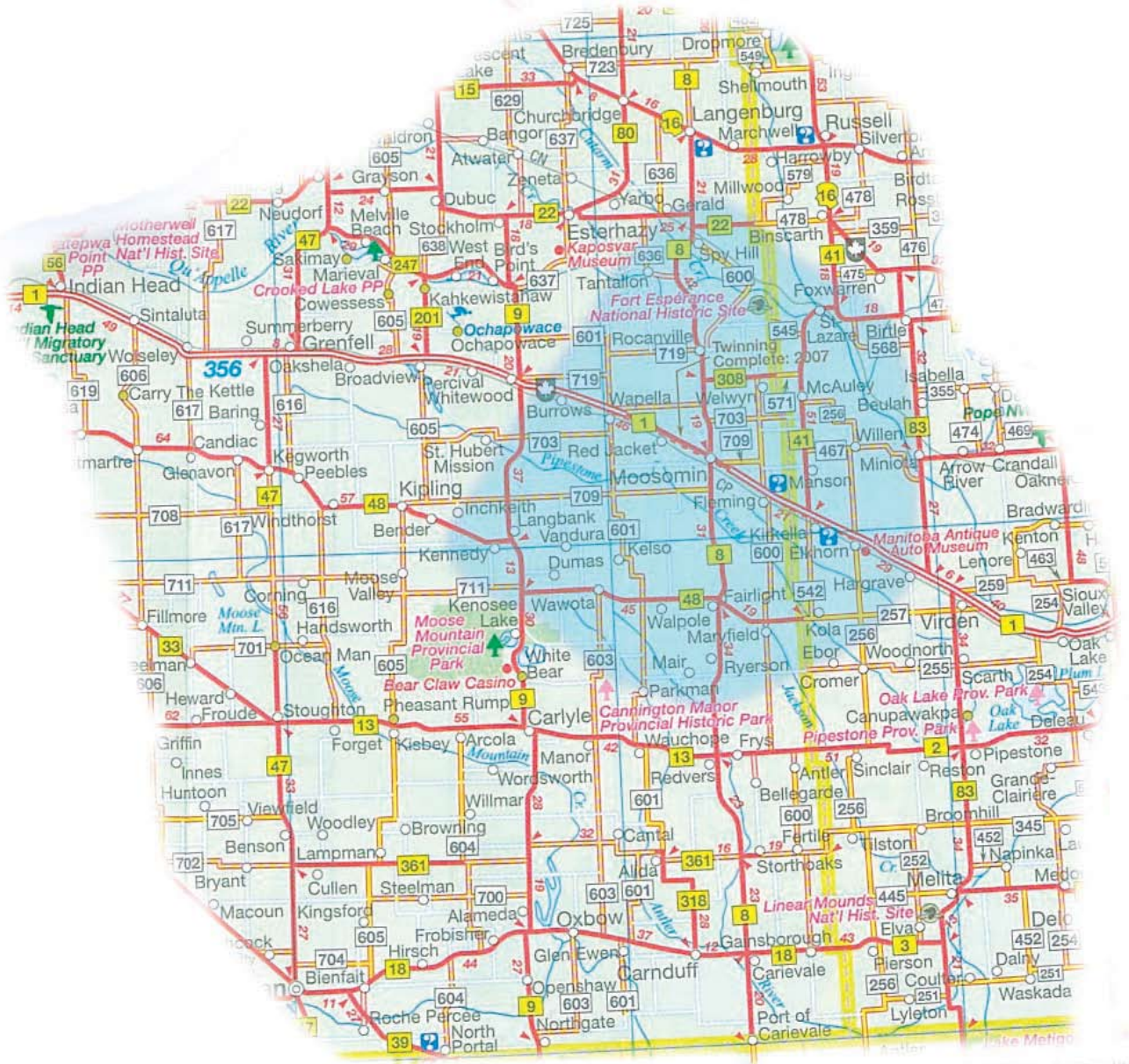
Circulation: 11,304,001  
Papers: 796  
Basic Charge: \$2,894.00  
Extra Words: \$44.00

### ALL CANADA (ENGLISH ONLY)

Circulation: 6,782,457  
Papers: 647  
Basic Charge: \$1,820.00  
Extra Words: \$44.00



# Coverage Areas



**ENTIRE AREA SHOWN IS COVERED BY  
THE PLAIN & VALLEY**

**BLUE SHADED AREA IS COVERED BY  
THE WORLD-SPECTATOR**

**TELL 23,426 HOMES ABOUT YOUR  
BUSINESS IN THE PLAIN & VALLEY**