

– 2012 EDITION –

# Advertising & Information



Sending your business  
in the right direction

**THE WORLD-**  
**Spectator** Plain & Valley

[www.world-spectator.com](http://www.world-spectator.com)

[www.plainandvalley.com](http://www.plainandvalley.com)

[ads@world-spectator.com](mailto:ads@world-spectator.com)

Phone: 306.435.2445

# Why Advertise?

## The World-Spectator and Plain and Valley have you covered in booming southeast Saskatchewan and southwest Manitoba!

### **More readers than ever before**

The World-Spectator has expanded its coverage area, and its readership has grown with the coverage area. As well, our communities are growing. Moosomin's population is up by 227 in the last two years, Rocanville's is up by 148, and just about every community has seen some increase in population. Our area is benefiting from the \$2.8 billion expansion at PotashCorp Rocanville, pipeline expansion, oil activity, our new wind farm, and new businesses being established in Moosomin and Rocanville. As this area grows, we are growing with it—our circulation is rising every year!

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 23,700 mailboxes throughout the region.

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

The World-Spectator covers the whole 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: \$14.00/COL. INCH.

ADVERTISING DEADLINE: THURSDAYS AT NOON FOR FOLLOWING MONDAY

**1/8 Page**  
**\$150**

Approximate Size: 3.333" x 6"

**1/4 Page**  
**\$260**

Approximate Size: 5.042" x 8"

**1/3 Page**  
**\$360**

Approximate Size: 5.042" x 11"

**1/2 Page**  
**\$470**

Approximate Size: 10.333" x 8"

**Full Page**  
**\$670**

Approximate Size: 10.333" x 15.5"

**Two Pages**  
**\$1200**

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:**  
**\$18/COL. INCH**

**1/8 Page**  
**\$200**

Approximate Size: 3.333" x 6"

**1/4 Page**  
**\$300**

Approximate Size: 5.042" x 8"

**1/3 Page**  
**\$410**

Approximate Size: 5.042" x 11"

**1/2 Page**  
**\$510**

Approximate Size: 10.333" x 8"

**Full Page**  
**\$720**

Approximate Size: 10.333" x 15.5"

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

Approximate Size: 21" x 15.5"

**ADD GST TO ALL PRICES**

## 2012 DISTRIBUTION DATES

**January 13, 2012**

Deadline: January 3, 2012

**February 10, 2012**

Deadline: January 30, 2012

**March 9, 2012**

Deadline: February 27, 2012

**April**

**13, 2012**

Deadline: April 2, 2012

**May 11, 2012**

Deadline: April 30, 2012

**June 8, 2012**

Deadline: May 28, 2012

**July 13, 2012**

Deadline: July 3, 2012

**August 10, 2012**

Deadline: July 30, 2012

**September 14, 2012**

Deadline: September 5, 2012

**October 12, 2012**

Deadline: October 1, 2012

**November 9, 2012**

Deadline: October 29, 2012

**December 14, 2012**

Deadline: December 5, 2012

# Plain & Valley



## PLAIN & VALLEY DISTRIBUTION AREA:

### SASKATCHEWAN

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

**TOTAL SASKATCHEWAN DISTRIBUTION: 17,735**

### MANITOBA

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

**TOTAL MANITOBA DISTRIBUTION: 5,991**

**TOTAL DISTRIBUTION**

**23,726**

# Advertising Rates

## 2012 TOURIST GUIDE RATES

Twice a year, the World Spectator produces tourist guides that are included with the newspaper and that are distributed across the region for free distribution to newcomers and visitors to the area. The Summer Tourist Guide comes out in May, and is distributed from Moose Mountain Park to Moosomin Regional Park to Riding Mountain National Park, at hotels and gas stations along the Trans-Canada Highway, at the Manitoba and Saskatchewan tourist booths, and at tourist-related businesses throughout the region. The Winter Fun Guide comes out in November and is distributed from the Asessippi Ski Hill to Moose Mountain, and at curling rinks, hockey rinks, major events, and hotels and motels throughout the area.

**1/8 Page**  
**\$110**

Approximate Size: 3.375" x 2.25"

**1/4 Page**  
**\$220**

Approximate Size: 3.375" x 4.667"

**1/3 Page**  
**\$330**

Approximate Size: 6.833" x 6.923"

**1/2 Page**  
**\$440**

Approximate Size: 6.833" x 4.667"

**Full Page**  
**\$550**

Approximate Size: 6.833" x 9.528"

**Two Pages**  
**\$990**

Approximate Size: 15.4" x 9.528"

**COLOR CHARGE: \$110 EXTRA**

## 2012 TOURIST GUIDE DATES

### Summer Tourist Guide

Scheduled for May 28

### Winter Fun Guide

Scheduled for November 12

# 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 . . . . .	\$51,914

## 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 (2010)

Food . . . . .	\$22,026,000
Housing . . . . .	\$34,545,000
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

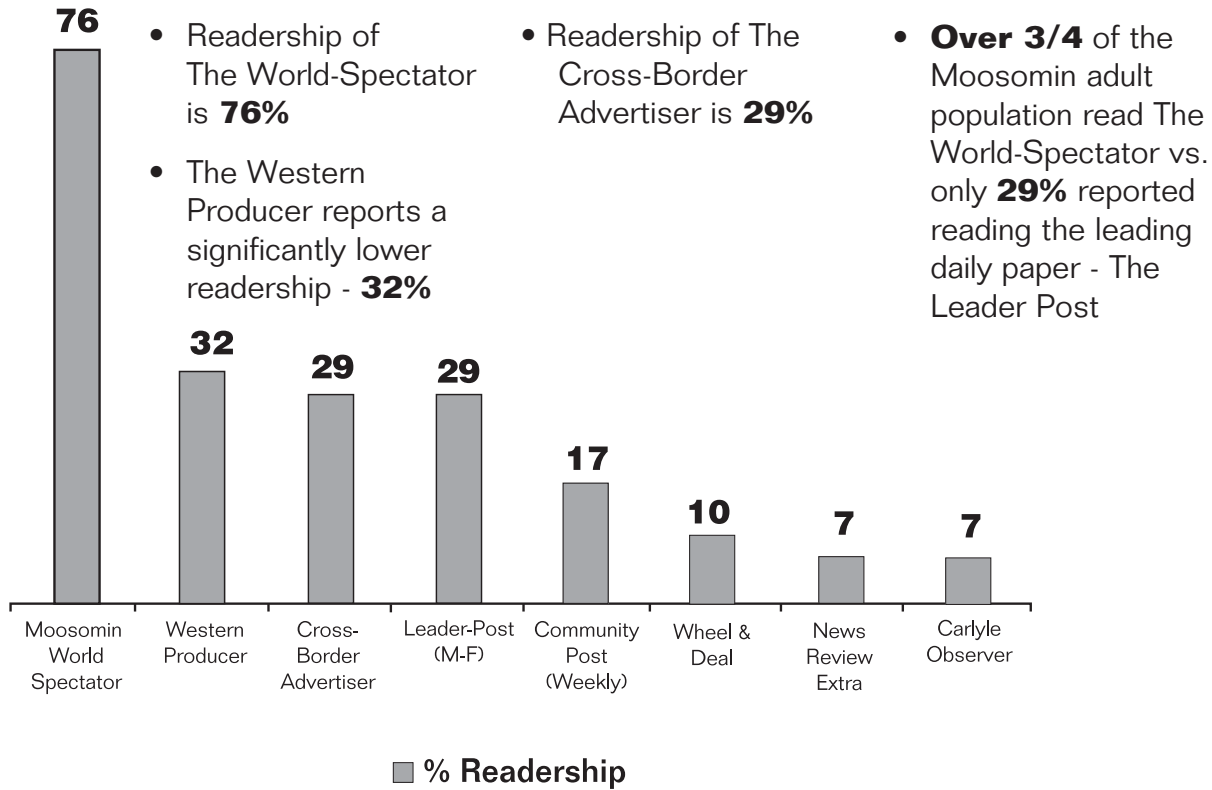
Total number of dwellings . . . . .	3,649
Single detached . . . . .	3,164
Owned dwellings . . . . .	2,980
Rented dwellings . . . . .	663

## 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

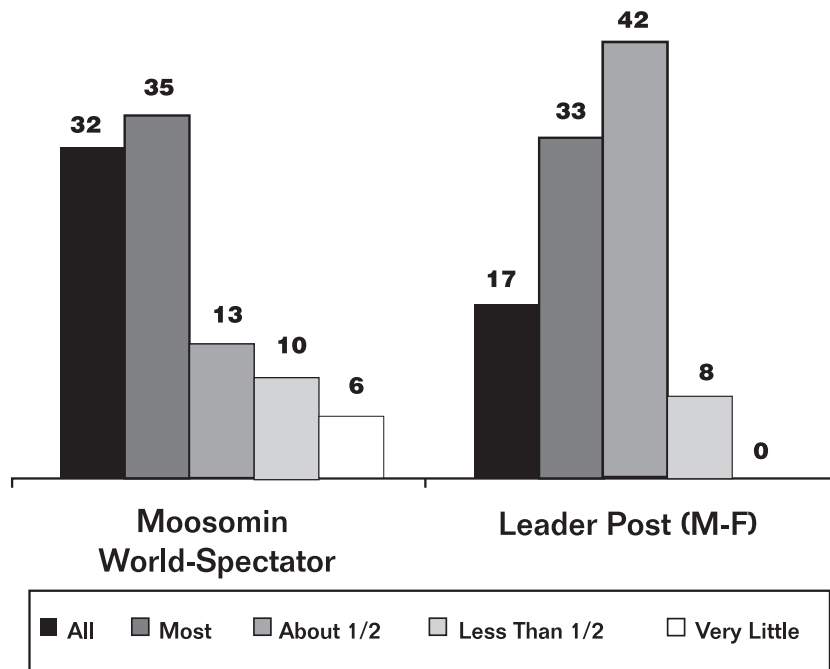
# Combase Information

## 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

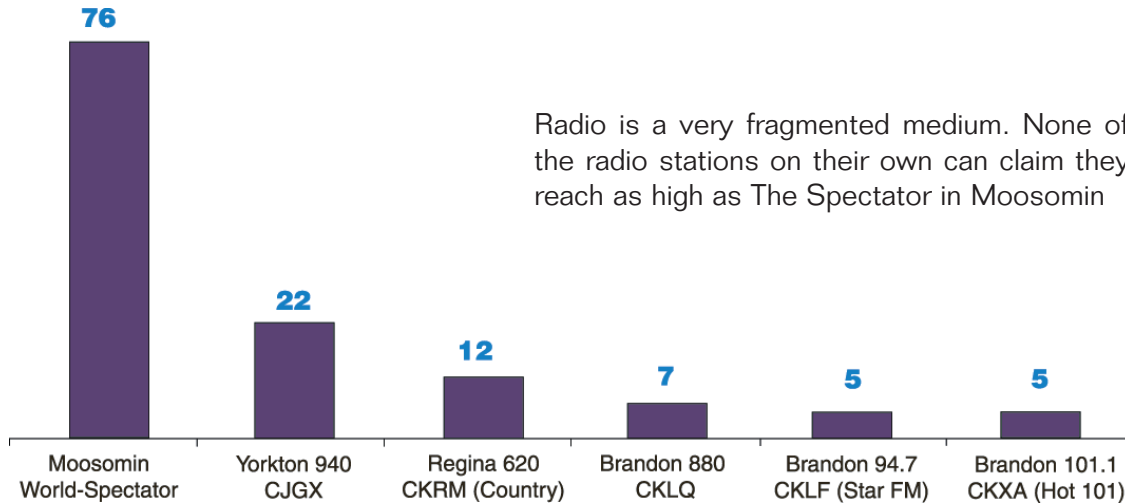


# Newspaper vs. Radio

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

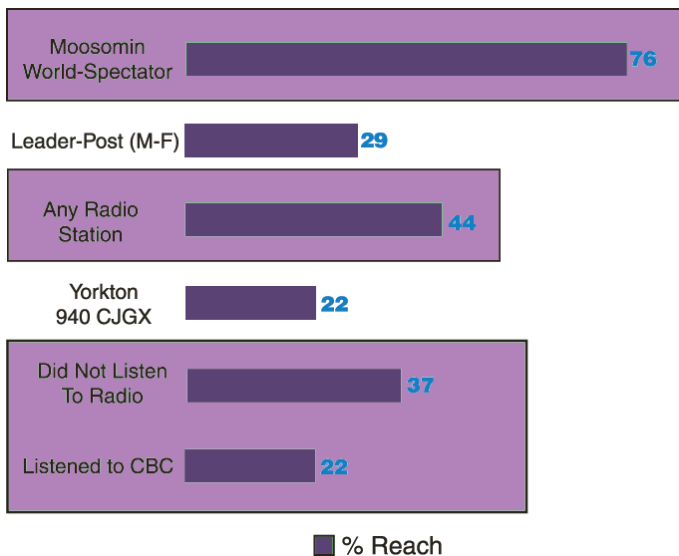
## Media Habits - Newspaper vs. Radio

(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)


# THE WORLD-Spectator

**ComBase**  
 COMMUNITY NEWSPAPERS - DEFINITELY

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

# Special Sections

## January 2012

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
New Year's Day	9	10	11	12	13	14
8	<ul style="list-style-type: none"> <li>• Financial Planning</li> </ul>	17	18	19	 <b>Plain &amp; Valley</b>	21
15	<ul style="list-style-type: none"> <li>• Home Plan</li> </ul>	24	25	26	27	28
22	<ul style="list-style-type: none"> <li>• Restaurant Guide</li> </ul>	31				
29	30					

February 2012


December 2011

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Bridge  
 ward Rapp  
 board Ch  
 (Jean)  
 City Engi  
 neer.  
 The Jour  
 new bridg  
 the nom  
 nator ple  
 hearing c  
 -Jo  
 o A  
 ect  
 Allsboro  
 nd invit  
 hotel abo  
 Senat  
 the brid  
 He is r  
 this N  
 the fa  
 Univ  
 M  
 e  
 is way  
 a-  
 an  
 Bri  
 of  
 ds V  
 Lin  
 len Cor  
 ancil me  
 sday nigh  
 ds prese  
 Police Ch

# Special Sections

## February 2012

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5	<ul style="list-style-type: none"> <li>Financial Planning</li> </ul>	6	7	Groundhog Day	 <b>Plain &amp; Valley</b> Wedding Section	11
12	<ul style="list-style-type: none"> <li>Home Plan</li> </ul>	13	14	15	16	17
19		Valentine's Day	21	22	23	24
26	<ul style="list-style-type: none"> <li>Restaurant Guide</li> <li>Family Day</li> </ul>	27	28	29		25

March 2012

January 2012

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

S	M	T	W	T	F	S

# Special Sections

## March 2012

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
February 2012 S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29	April 2012 S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30			1	2	3
4	5	6	7	8	 <b>Plain &amp; Valley</b> Education Directory	10
11	12	13	14	15	16	17
18	• Financial Planning  • Home Plan • Spring Car Care • Easter Coloring Book	20	21	St. Patrick's Day 22	23	24
25	• Restaurant Guide	27	28	29	30	31

Bridge  
 ward Rap  
 board Cr  
 l (Jean)  
 City Eng  
 heer.  
 The Jour  
 new bridg  
 the hom  
 nator ple  
 hearing c  
 -Jo  
 o A  
 ect  
 illsboro  
 nd invita  
 hotel abo  
 Senat  
 the brid  
 He is r  
 this N  
 the fa  
 Univ  
 M  
 e  
 is  
 a-  
 Bri  
 of  
 ds V  
 Lin  
 len Cor  
 ancil me  
 sday nig  
 ds prese  
 Police Ch

# Special Sections

## April 2012

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8	9	10	11	12	13	14
Easter Sunday	<ul style="list-style-type: none"> <li>Financial Planning</li> <li>Women in Business</li> </ul> Easter Monday				Good Friday  <b>Plain &amp; Valley</b> Spring Agriculture	Passover Begins
15	16	17	18	19	20	21
	<ul style="list-style-type: none"> <li>Home Plan</li> <li>I Do Business Locally</li> </ul>					
22	23	24	25	26	27	28
	<ul style="list-style-type: none"> <li>Restaurant Guide</li> <li>Home, Farm &amp; Leisure Show</li> <li>Home &amp; Garden</li> <li>Administrative Professionals</li> </ul>					
29	30					
Earth Day						

March 2012

S	M	T	W	T	F	S
		1	2	3		
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

May 2012

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

# Special Sections

## May 2012

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
6	<ul style="list-style-type: none"> <li>Nurses Week</li> <li>Mother's Day</li> <li>Occupational Health &amp; Safety</li> </ul>	7	8	9	10	11
12					 <b>Plain &amp; Valley</b> Development Issue	12
13		14	15	16	17	18
Mother's Day	<ul style="list-style-type: none"> <li>Financial Planning</li> <li>Get Involved</li> </ul>					19
20		21	22	23	24	25
		<ul style="list-style-type: none"> <li>Home Plan</li> <li>Mining, Energy &amp; Manufacturing</li> <li>Victoria Day</li> </ul>				26
27		28	29	30	31	
	<ul style="list-style-type: none"> <li>Restuarant Guide</li> <li>Summer Guide</li> </ul>					

April 2012						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					


  

June 2012						
S	M	T	W	T	F	S
					1	2
				3	4	5
			6	7	8	9
		10	11	12	13	14
	15	16	17	18	19	20
	21	22	23	24	25	26
	27	28	29	30		

Bridge  
 ward Rap  
 board Cr  
 (Jean)  
 City Engi  
 neer.  
 The Jour  
 new bridg  
 the hom  
 nator ple  
 hearing c  
 -Jo  
 o A  
 ect  
 llsboro  
 nd invit  
 otel abo  
 Senat  
 the brid  
 He is r  
 this N  
 the fa  
 Univ  
 M  
 e  
 is  
 a-  
 of  
 ds V  
 Lin  
 len Cor  
 ancil me  
 sday nig  
 ds prese  
 Police Ch

# Special Sections

## June 2012

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<small>May 2012</small> S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	<small>June 2012</small> S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31				1	2
3	<ul style="list-style-type: none"> <li>• Summer Activities Page</li> <li>• Minor Ball</li> </ul>	5	6	7	 <b>Plain &amp; Valley</b> Mining, Energy & Manufacturing	9
10	<ul style="list-style-type: none"> <li>• Summer Activities Page</li> <li>• Financial Planning</li> <li>• Father's Day</li> </ul>	12	13	14	15	16
17	<ul style="list-style-type: none"> <li>• Summer Activities Page</li> <li>• Home Plan</li> <li>• Graduation Section</li> </ul>	19	20	21	22	23
Father's Day	24	26	27	28	29	30
	<ul style="list-style-type: none"> <li>• Summer Activities Page</li> <li>• Restaurant Guide</li> </ul>					

# Special Sections

## July 2012

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2 • Summer Activities Page • Rodeo Section	3	4	5	6	7
8 Canada Day	9 • Summer Activities Page • Financial Planning	10	11	12	13  <b>Plain &amp; Valley</b> Summer Events	14
15	16 • Summer Activities Page • Home Plan	17	18	19	20	21
22	23 • Summer Activities Page • Restaurant Guide	24	25	26	27	28
29	30	31				

June 2012						
S	M	T	W	T	F	S
				1	2	3
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

August 2012						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

Bridge  
ard Rap  
board Ch  
l (Jean)  
City Engi  
neer.  
The Jour  
new bridg  
the hom  
nator ple  
earing c  
-Jo  
o A  
ect I  
llsboro  
nd invita  
otel abo  
Senat  
the brid  
He is r  
this N  
the fa  
Univ  
M  
e  
is way  
a-  
ann  
Bri  
of  
ds V  
Lin  
len Cox  
ancil me  
sday nigh  
ds prese  
Police Ch

# Special Sections

## August 2012

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday		
<small>July 2012</small> S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	<small>September 2012</small> S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	1	2	3	4			
5	<ul style="list-style-type: none"> <li>• Summer Activities Page</li> <li>• Back To School Civic Holiday</li> </ul>	6	7	8	 <b>Plain &amp; Valley</b> Back To School	9	10	11
12	<ul style="list-style-type: none"> <li>• Summer Activities Page</li> <li>• Financial Planning</li> </ul>	13	14	15	16	17	18	
19	<ul style="list-style-type: none"> <li>• Summer Activities Page</li> <li>• Home Plan</li> </ul>	20	21	22	23	24	25	
26	<ul style="list-style-type: none"> <li>• Summer Activities Page</li> <li>• Restaurant Guide</li> <li>• Labour Day Section</li> </ul>	27	28	29	30	31		

# Special Sections

## September 2012

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<small>August 2012</small> S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	<small>October 2012</small> S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31					1
2	Labor Day 3	4	5	6	<b>Plain &amp; Valley</b> <b>Plain &amp; Valley</b> Agriculture Section	8
9	<ul style="list-style-type: none"> <li>Financial Planning</li> <li>Salute to Local Heroes</li> </ul> 10	11	12	13	14	15
16	<ul style="list-style-type: none"> <li>Home Plan</li> <li>Get Involved</li> </ul> 17	18	19	20	21	22
23	<ul style="list-style-type: none"> <li>Restaurant Guide</li> <li>Salute to Local Professionals</li> </ul> 24	25	26	27	28	29
30						

Bridge  
 ward Rapp  
 board Cr  
 (Jean)  
 City Engi  
 heer.  
 The Jour  
 new bridg  
 the hom  
 nator ple  
 learing c  
 -Jo  
 o A  
 ect  
 Allsboro  
 nd invita  
 hotel abo  
 Senat  
 the brid  
 He is r  
 this N  
 the fa  
 Univ  
 M  
 e  
 is  
 a-  
 Bri  
 of  
 ds V  
 Lin  
 len Cor  
 ancil me  
 sday nigh  
 ds prese  
 Police Ch

# Special Sections

## October 2012

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
7	8	9	10	11	12	13
	<ul style="list-style-type: none"> <li>Financial Planning</li> <li>Fall Agriculture Issue</li> </ul> Thanksgiving				 <b>Plain &amp; Valley</b> Mining, Energy & Manufacturing	
14	15	16	17	18	19	20
	<ul style="list-style-type: none"> <li>Home Plan</li> <li>Mining, Energy &amp; Manufacturing</li> </ul>					
21	22	23	24	25	26	27
	<ul style="list-style-type: none"> <li>Restaurant Guide</li> </ul>					
28	29	30	31			
	<ul style="list-style-type: none"> <li>Women in Business</li> </ul>		Halloween			

September 2012							November 2012						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
						1							
2	3	4	5	6	7	8	4	5	6	7	8	9	10
9	10	11	12	13	14	15	11	12	13	14	15	16	17
16	17	18	19	20	21	22	18	19	20	21	22	23	24
23	24	25	26	27	28	29	25	26	27	28	29	30	
						30							

# Special Sections

## November 2012

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<small>October 2012</small> S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	<small>December 2012</small> S M T W T F S 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31			1	2	3
4	<ul style="list-style-type: none"> <li>• Remembrance Day</li> </ul>	6	7	8	 <ul style="list-style-type: none"> <li>• Plain &amp; Valley Winter Travel</li> </ul>	10
11	<ul style="list-style-type: none"> <li>• Financial Planning</li> <li>• Winter Guide</li> </ul>	13	14	15	16	17
Remembrance Day	18	20	21	22	23	24
25	<ul style="list-style-type: none"> <li>• Home Plan</li> <li>• Restaurant Guide</li> <li>• Christmas Gift Guide</li> </ul>	27	28	29	30	

Bridge  
 ward Rap  
 board Ch  
 (Jean)  
 City Engi  
 neer.  
 The Jour  
 new bridg  
 the hom  
 nator ple  
 learing c  
 -Jo  
 o A  
 ect  
 Allsboro  
 nd invit  
 hotel abo  
 Senat  
 the brid  
 He is r  
 this N  
 the fa  
 Univ  
 M  
 e  
 is  
 a-  
 Bri  
 of  
 ds V  
 Lin  
 len Cor  
 ancil me  
 sday nigh  
 ds prese  
 Police Ch



# 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 2 ZONES

**ONLY \$123**

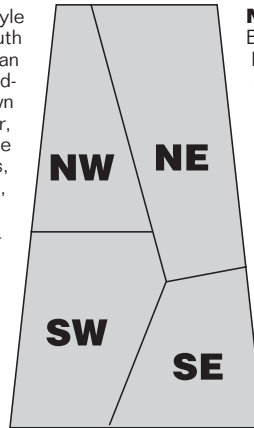
PRICE FOR ALL OF SASKATCHEWAN

**ONLY \$209**

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-Elrose 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/ YUKON

Deadline: Wednesday  
Circulation: 1,923,139  
Papers: 123  
Basic Charge: \$395.00  
Extra Words: \$9.00

### ALBERTA/NWT

Deadline: Wednesday  
Circulation: 900,460  
Papers: 118  
Basic Charge: \$259.00  
Extra Words: \$8.00

### SASKATCHEWAN

Deadline: Wednesday  
Circulation: 345,518  
Papers: 83  
Basic Charge: \$209.00  
Extra Words: \$5.00

1 Zone: \$86.00  
2 Zones: \$123.00

### MANTOBA

Deadline: Wednesday  
Circulation: 383,429  
Papers: 43  
Basic Charge: \$189.00  
Extra Words: \$5.00

### Manitoba Breakdown WESTMAN

Circulation: 78,903  
Papers: 24  
Basic Charge: \$119.00  
Extra Words: \$5.00

### EASTMAN

Circulation: 304,526  
Papers: 19  
Basic Charge: \$119.00  
Extra Words: \$5

### ONTARIO

Deadline: Wednesday  
Circulation: 2,528,718  
Papers: 201  
Basic Charge: \$475.00  
Extra Words: \$6.00

### Ontario Breakdown WESTERN ONTARIO

Circulation: 562,235  
Papers: 66  
Basic Charge: \$142.00  
Extra Words: \$6.00

### CENTRAL ONTARIO

Circulation: 749,026  
Papers: 43  
Basic Charge: \$145.00  
Extra Words: \$6.00

### EASTERN ONTARIO

Circulation: 1,054,590  
Papers: 63  
Basic Charge: \$155.00  
Extra Words: \$6.00

### NORTHERN ONTARIO

Circulation: 162,867  
Papers: 29  
Basic Charge: \$90.00  
Extra Words: \$6.00

### QUÉBEC (ENGLISH)

Deadline: Tuesday  
Circulation: 391,241  
Papers: 25  
Basic Charge: \$160.00  
Extra Words: \$6.00

### QUEBEC (FRENCH)

Circulation: 4,383,685  
Papers: 146  
Basic Charge: \$1,097.00

### MONTREAL (ENGLISH)

Circulation: 274,126  
Papers: 10  
Basic Charge: \$80.00  
Extra Words: \$6.00

### ATLANTIC CANADA

Deadline: Tuesday  
Circulation: 504,211  
Papers: 63  
Basic Charge: \$179.00  
Extra Words: \$5.00

### ALL CANADA (INCLUDING FRENCH)

Circulation: 11,359,001  
Papers: 801  
Basic Charge: \$2,963.00

### ALL CANADA (ENGLISH ONLY)

Circulation: 6,975,316  
Papers: 655  
Basic Charge: \$1,866.00



# Coverage Areas



ENTIRE AREA SHOWN IS COVERED BY  
THE PLAIN & VALLEY

BLUE SHADED AREA IS COVERED BY  
THE WORLD-SPECTATOR

TELL 23,726 HOMES ABOUT YOUR  
BUSINESS IN THE PLAIN & VALLEY