

– 2014 EDITION –

Advertising & Information



Sending your business
in the right direction

THE WORLD-
Spectator Plain & Valley

www.world-spectator.com

www.plainandvalley.com

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: \$15.00/COL. INCH.

ADVERTISING DEADLINE: THURSDAYS AT NOON FOR FOLLOWING MONDAY

1/8 Page
\$160
 Approximate Size: 3.333" x 6"

1/4 Page
\$280
 Approximate Size: 5.042" x 8"

1/3 Page
\$390
 Approximate Size: 5.042" x 11"

1/2 Page
\$490
 Approximate Size: 10.333" x 8"

Full Page
\$690
 Approximate Size: 10.333" x 15.5"

Two Pages
\$1290
 Approximate Size: 21" x 15.5"

CLASSIFIED RATES

BASED ON 25 WORD MINIMUM

One Week	Two Weeks	Three Weeks	Four Weeks
\$11.00	\$18.00	\$24.00	\$28.00
44¢ per word	\$9.00 per week 36¢ per word	\$8.00 per week 32¢ per word	\$7.00 per week 28¢ per word

ADD GST TO ALL PRICES

Advertising Rates

Plain & Valley

Covering Southeast Saskatchewan and Southwest Manitoba

COLOR CHARGE:
\$120 EXTRA
DISPLAY AD RATE:
\$18.50/COL. INCH

1/8 Page
\$220

Approximate Size: 3.333" x 6"

1/4 Page
\$330

Approximate Size: 5.042" x 8"

1/3 Page
\$440

Approximate Size: 5.042" x 11"

1/2 Page
\$550

Approximate Size: 10.333" x 8"

Full Page
\$760

Approximate Size: 10.333" x 15.5"

Two Pages
\$1400

Approximate Size: 21" x 15.5"

ADD GST TO ALL PRICES

2014 DISTRIBUTION DATES

January 17, 2014

Deadline: January 8, 2014

February 14, 2014

Deadline: February 5, 2014

March 14, 2014

Deadline: March 5, 2014

**April
11, 2014**

Deadline: April 2, 2014

May 9, 2014

Deadline: April 30, 2014

June 13, 2014

Deadline: June 4, 2014

July 11, 2014

Deadline: July 2, 2014

August 8, 2014

Deadline: July 30, 2014

September 12, 2014

Deadline: September 3, 2014

October 10, 2014

Deadline: October 1, 2014

November 14, 2014

Deadline: November 5, 2014

December 12, 2014

Deadline: December 3, 2014

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	Steelman	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
Coming	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	Viriden	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

2014 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
\$120

Approximate Size: 3.375" x 2.25"

1/4 Page
\$230

Approximate Size: 3.375" x 4.667"

1/3 Page
\$340

Approximate Size: 6.833" x 6.923"

1/2 Page
\$450

Approximate Size: 6.833" x 4.667"

Full Page
\$560

Approximate Size: 6.833" x 9.528"

Two Pages
\$1000

Approximate Size: 15.4" x 9.528"

COLOR CHARGE: \$110 EXTRA

2014 TOURIST GUIDE DATES

Summer Tourist Guide

Scheduled for May 19

Winter Fun Guide

Scheduled for November 17

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.

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

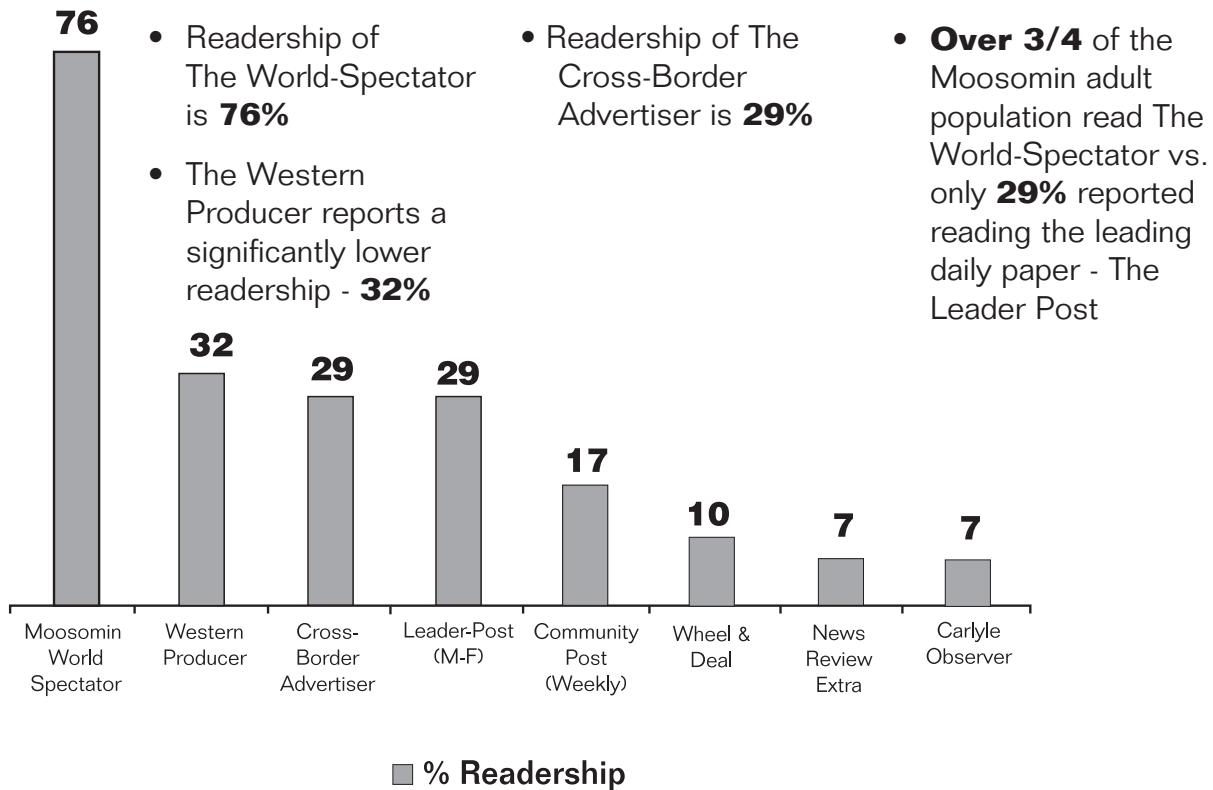
Total number of dwellings	3,649
Single detached	3,164
Owned dwellings	2,980
Rented dwellings	663

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

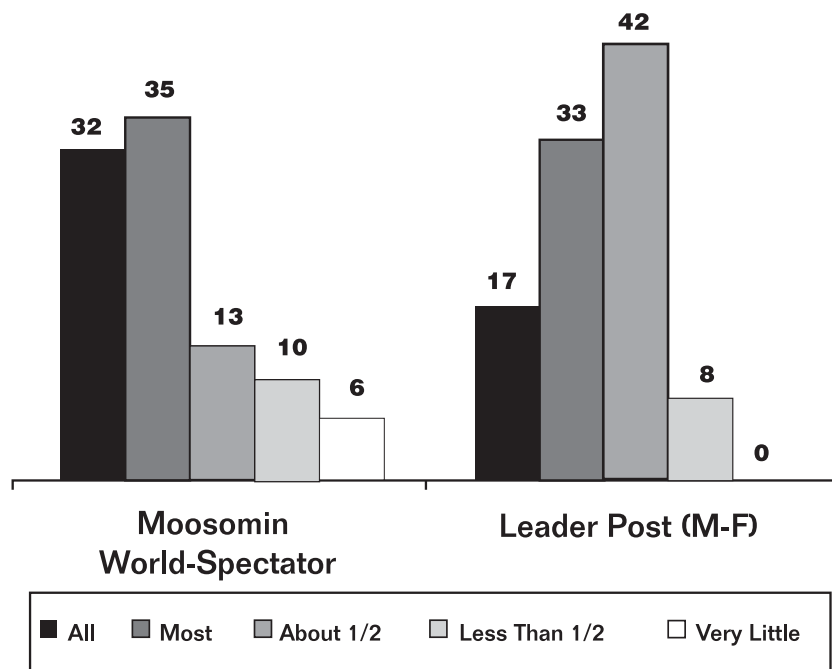
Combase Information

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

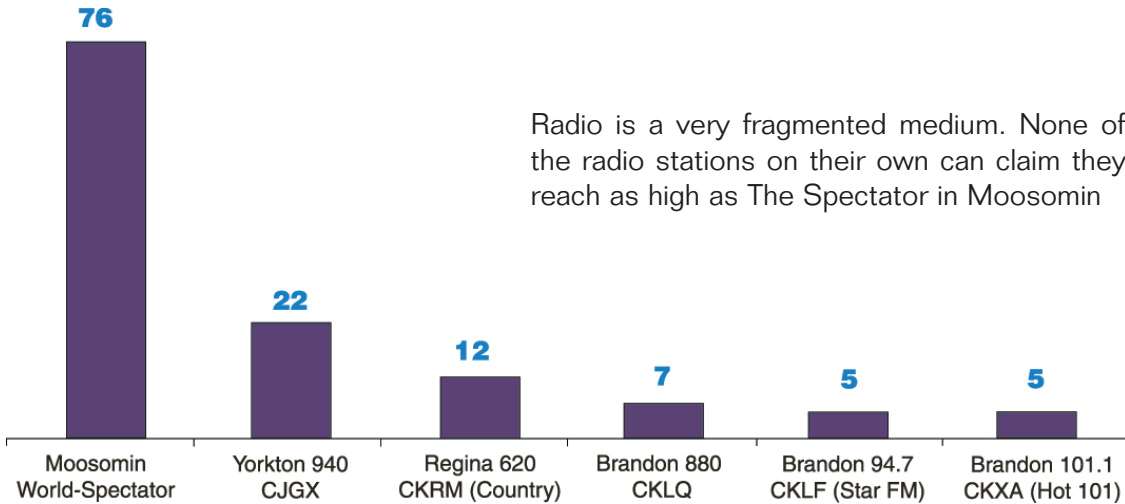


Newspaper vs. Radio

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

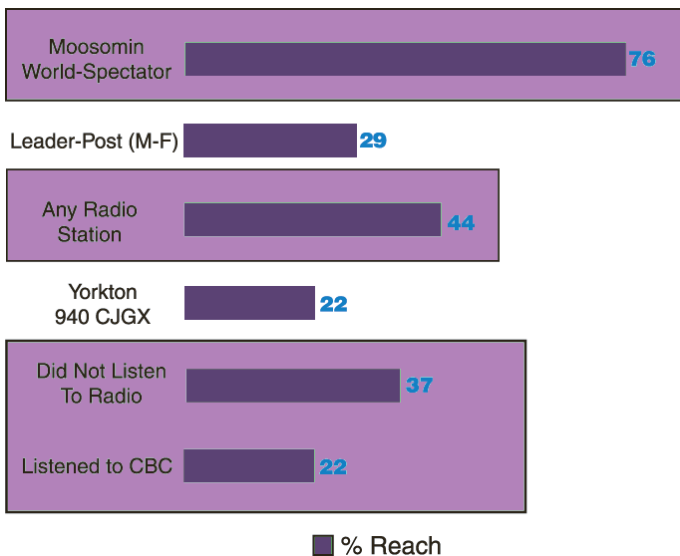
Media Habits - Newspaper vs. Radio

(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

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

ComBase
COMMUNITY NEWSPAPERS - DEFINITELY

Special Sections


January 2014

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1 <i>New Year's Day</i>	2	3	4
5	6 • Lifestyle Feature <small>NEWSPAPER EDITION 130 • WEEK: 14</small>	7	8	9	10	11
12	13 • Financial Planning <small>NEWSPAPER EDITION 130 • WEEK: 15</small>	14	15	16	17 	18
19	20 • Home Design of the Month <small>NEWSPAPER EDITION 130 • WEEK: 16</small>	21	22	23	24	25
26	27 • Restaurant Guide • Salute to Local Professionals • Post-Secondary Education Guide <small>NEWSPAPER EDITION 130 • WEEK: 17</small>	28	29	30	31	

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Special Sections

February 2014

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3 <ul style="list-style-type: none"> Lifestyle Feature <small>NEWSPAPER EDITION 130 • WEEK 18</small>	4	5	6	7	8
9	10 <ul style="list-style-type: none"> Financial Planning <small>NEWSPAPER EDITION 130 • WEEK 19</small>	11	12	13	14  <ul style="list-style-type: none"> Financial Planning Wedding Guide 	15
16	17 <ul style="list-style-type: none"> Home Design of the Month RRSP Guide Minor Hockey/Figure Skating <small>NEWSPAPER EDITION 130 • WEEK 20</small> <i>Family Day</i>	18	19	20	21	22
23	24 <ul style="list-style-type: none"> Restaurant Guide RRSP Guide I Do Business Locally <small>NEWSPAPER EDITION 130 • WEEK 21</small>	25	26	27	28	

Special Sections


March 2014

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3 • Lifestyle Feature NEWSPAPER EDITION 130 • WEEK 22	4	5	6	7	8
9	10 • Financial Planning NEWSPAPER EDITION 130 • WEEK 23	11	12	13	14 Plain & Valley • Spring Agriculture	15
16	17 • Home Design of the Month • Spring Agriculture NEWSPAPER EDITION 130 • WEEK 24	18	19	20	21	22
23	24 • Restaurant Guide NEWSPAPER EDITION 130 • WEEK 25	25	26	27	28	29
30	31 NEWSPAPER EDITION 130 • WEEK 26					

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Special Sections

April 2014

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
6	7 <ul style="list-style-type: none"> Lifestyle Feature Spring Car Care NEWSPAPER EDITION 130 • WEEK 27	8	9	10	11  <ul style="list-style-type: none"> Professional Employment Opportunities 	12
13	14 <ul style="list-style-type: none"> Financial Planning NEWSPAPER EDITION 130 • WEEK 28	15	16	17	18 <i>Good Friday</i>	19
20	21 <ul style="list-style-type: none"> Home Design of the Month Tribute to Administrative Professionals NEWSPAPER EDITION 130 • WEEK 29 <i>Easter Monday</i>	22	23	24	25	26
27	28 <ul style="list-style-type: none"> Restaurant Guide Spring Home & Garden NEWSPAPER EDITION 130 • WEEK 30	29	30			

Special Sections


May 2014

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5 <ul style="list-style-type: none"> Lifestyle Feature Mother's Day Occupational Health & Safety Week <small>NEWSPAPER EDITION 130 • WEEK 31</small>	6	7	8	9  <ul style="list-style-type: none"> Development Issue 	10
11	12 <ul style="list-style-type: none"> Financial Planning National Nursing Week Get Involved! <small>NEWSPAPER EDITION 130 • WEEK 32</small>	13	14	15	16	17
18	19 <ul style="list-style-type: none"> Home Design of the Month Summer Tourist Guide <small>NEWSPAPER EDITION 130 • WEEK 33</small> <i>Victoria Day</i>	20	21	22	23	24
25	26 <ul style="list-style-type: none"> Restaurant Guide Mining, Energy & Manufacturing <small>NEWSPAPER EDITION 130 • WEEK 34</small>	27	28	29	30	31

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Special Sections

June 2014

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2 <ul style="list-style-type: none"> Lifestyle Feature Minor Sports Summer Activities Page begins <small>NEWSPAPER EDITION 130 • WEEK: 35</small>	3	4	5	6	7
8	9 <ul style="list-style-type: none"> Financial Planning Father's Day <small>NEWSPAPER EDITION 130 • WEEK: 36</small>	10	11	12	13 	14
15	16 <ul style="list-style-type: none"> Home Design of the Month Graduation Section <small>NEWSPAPER EDITION 130 • WEEK: 37</small>	17	18	19	20	21
22	23 <ul style="list-style-type: none"> Restaurant Guide <small>NEWSPAPER EDITION 130 • WEEK: 38</small>	24	25	26	27	28
29	30 <ul style="list-style-type: none"> Rodeo Section <small>NEWSPAPER EDITION 130 • WEEK: 39</small>					

Special Sections


July 2014

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1 <i>Canada Day</i>	2	3	4	5
6	7 <ul style="list-style-type: none"> Lifestyle Feature Summer Shopping Spree begins NEWSPAPER EDITION 130 • WEEK: 40	8	9	10	11  <ul style="list-style-type: none"> Summer Events 	12
13	14 <ul style="list-style-type: none"> Financial Planning NEWSPAPER EDITION 130 • WEEK: 41	15	16	17	18	19
20	21 <ul style="list-style-type: none"> Home Design of the Month NEWSPAPER EDITION 130 • WEEK: 42	22	23	24	25	26
27	28 <ul style="list-style-type: none"> Restaurant Guide NEWSPAPER EDITION 130 • WEEK: 43	29	30	31		

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Special Sections

August 2014

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4 <ul style="list-style-type: none"> Lifestyle Feature Back To School NEWSPAPER EDITION 130 • WEEK: 44 <i>Civic Holiday</i>	5	6	7	8  <ul style="list-style-type: none"> Back To School 	9
10	11 <ul style="list-style-type: none"> Financial Planning NEWSPAPER EDITION 130 • WEEK: 45	12	13	14	15	16
17	18 <ul style="list-style-type: none"> Home Design of the Month NEWSPAPER EDITION 130 • WEEK: 46	19	20	21	22	23
24	25 <ul style="list-style-type: none"> Restaurant Guide Labor Day Issue Summer Activities Page ends NEWSPAPER EDITION 130 • WEEK: 47	26	27	28	29	30
31						

Special Sections


September 2014

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1 <ul style="list-style-type: none"> Lifestyle Feature NEWSPAPER EDITION 130 • WEEK 48 <i>Labour Day</i>	2	3	4	5	6
7	8 <ul style="list-style-type: none"> Financial Planning Summer Shopping Spree ends NEWSPAPER EDITION 130 • WEEK 49	9	10	11	12  <ul style="list-style-type: none"> Fall Agriculture 	13
14	15 <ul style="list-style-type: none"> Home Design of the Month Salute to Local Heroes NEWSPAPER EDITION 130 • WEEK 50	16	17	18	19	20
21	22 <ul style="list-style-type: none"> Restaurant Guide Get Involved! NEWSPAPER EDITION 130 • WEEK 51	23	24	25	26	27
28	29 <ul style="list-style-type: none"> Fall Agriculture NEWSPAPER EDITION 130 • WEEK 52	30				

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Special Sections

October 2014

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5	6	7	8	9	10	11
	<ul style="list-style-type: none"> Lifestyle Feature Mining, Energy & Manufacturing <small>NEWSPAPER EDITION 131 • WEEK 1</small>				 <ul style="list-style-type: none"> Mining, Energy & Manufacturing 	
12	13	14	15	16	17	18
	<ul style="list-style-type: none"> Financial Planning Small Business Week <small>NEWSPAPER EDITION 131 • WEEK 2</small> <i>Thanksgiving Day</i>					
19	20	21	22	23	24	25
	<ul style="list-style-type: none"> Home Design of the Month Christmas Planning Page <small>NEWSPAPER EDITION 131 • WEEK 3</small>					
26	27	28	29	30	31	
	<ul style="list-style-type: none"> Restaurant Guide Women in Business <small>NEWSPAPER EDITION 131 • WEEK 4</small>					

Special Sections


November 2014

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3 <ul style="list-style-type: none"> Lifestyle Feature Winter Fun Guide <small>NEWSPAPER EDITION 131 • WEEK 5</small>	4	5	6	7	8
9	10 <ul style="list-style-type: none"> Financial Planning Remembrance Day <small>NEWSPAPER EDITION 131 • WEEK 6</small>	11 <i>Remembrance Day</i>	12	13	14  <ul style="list-style-type: none"> Winter Travel 	15
16	17 <ul style="list-style-type: none"> Home Design of the Month <small>NEWSPAPER EDITION 131 • WEEK 7</small>	18	19	20	21	22
23	24 <ul style="list-style-type: none"> Restaurant Guide <small>NEWSPAPER EDITION 131 • WEEK 8</small>	25	26	27	28	29
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Special Sections

December 2014

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1 <ul style="list-style-type: none"> Lifestyle Feature Christmas Gift Guide <small>NEWSPAPER EDITION 131 • WEEK: 9</small>	2	3	4	5	6
7	8 <ul style="list-style-type: none"> Financial Planning <small>NEWSPAPER EDITION 131 • WEEK: 10</small>	9	10	11	12  <ul style="list-style-type: none"> Christmas Shopping Guide 	13
14	15 <ul style="list-style-type: none"> Last Minute Gift Guide Home Design of the Month <small>NEWSPAPER EDITION 131 • WEEK: 11</small>	16	17	18	19	20
21	22 <ul style="list-style-type: none"> Christmas Greetings Restaurant Guide <small>NEWSPAPER EDITION 131 • WEEK: 12</small>	23	24	25 <i>Christmas Day</i>	26 <i>Boxing Day</i>	27
28	29 <ul style="list-style-type: none"> New Year's Greetings <small>NEWSPAPER EDITION 131 • WEEK: 13</small>	30	31			

Custom Printing

For 130 years The World-Spectator has been your source to get your message out.

Make sure it's professional. Make sure it's seen.

Make sure it's The World-Spectator

{ LOGO DESIGN }

Moosomin Chamber of Commerce



LIVE WELL WITH **PHARMASAVE**[®]

Your Locally Owned Hometown Pharmacy



EASTGATE
BUSINESS PARK

{ WEBSITE DESIGN }

We can create a website suited to your business's unique needs!

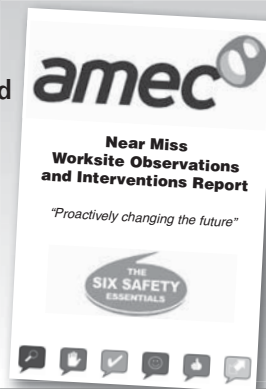
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{ BOOKLETS & PROGRAMS }

We can design and print small books and programs for any event in a quick and efficient manner.

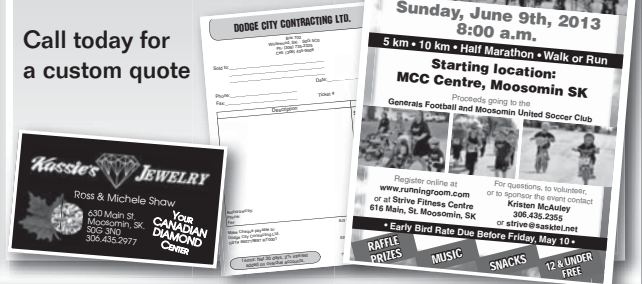
Large quantities or small – we can have your printed programs ready in a matter of days!



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THE WORLD-
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PROVINCIALY

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ASSOCIATION
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Community
MEDIA
CANADA

Blanket Classifieds

BLANKET ALL OR PART OF SASKATCHEWAN WITH YOUR CLASSIFIED

PRICE FOR ONE ZONE

ONLY \$86

PRICE FOR ALL OF SASKATCHEWAN

ONLY \$209

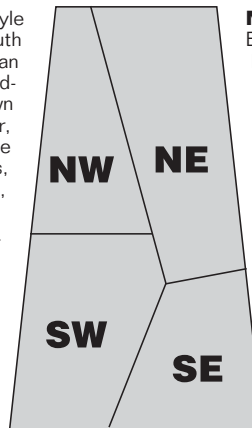
PRICE FOR 2 ZONES

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-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, Norway 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: \$5.00

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**