

Advertising & Information

– 2021 Edition –

**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 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. Our 2019 audited circulation was up from the previous year and over the last two years we have gained new readers in Esterhazy and Kipling. As well, our communities are growing. Our area benefits from the constant activity at PotashCorp Rocanville and Mosaic Esterhazy, as well as pipeline expansion, oil activity, wind power, agriculture, and new businesses being established in the region. 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. borders south to communities along the Yellowhead Highway north. It is distributed through Canada Post to 28,000 mailboxes throughout the region, an area covered by no other publication.

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 Esterhazy, Tantallon and Spy Hill to Redvers, 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. No other publication covers the area Plain and Valley covers.

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. The audited circulation figures show that the World-Spectator continues to grow, reaching over 12,000 people each week.

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 Giveaway designed to increase local shopping. We provide thousands of dollars of cost-free promotion for community fundraising events. We are able to promote our area because of the support of our advertisers, for which we are always grateful.



Display Rate:

\$17.50/Col. Inch

Color Charge:

\$120 Extra

Advertising Deadline:

Thursday at Noon
for following
Monday publication

THE WORLD-Spectator Advertising Rates

1/8 Page - \$175

2 Col x 6"	6 Col x 2"	3 Col x 4"
Size 3.25" x 6"	Size 10.25" x 2"	Size 5" x 4"

1/4 Page - \$295

3 Col x 7.5"	6 Col x 4"	4 Col x 6"
Size 5" x 7.5"	Size 10.25" x 4"	Size 6.75" x 6"

1/3 Page - \$410

2 Col x 15.5"	6 Col x 5"	4 Col x 8"
Size 3.25" x 15.5"	Size 10.25" x 5"	Size 6.75" x 8"

1/2 Page - \$510

3 Col x 15.5"	6 Col x 7.5"	4 Col x 12"
Size 5" x 15.5"	Size 10.25" x 7.5"	Size 6.75" x 12"

Full Page - \$725

Size: 10.25" x 15.5"

Two Pages - \$1300

Size: 21" x 15.5"

Classified Rates - Based on 25 Word Minimum

One Week - \$11.00

44¢ per word

Three Weeks - \$24.00

\$8.00 per week • 32¢ per word

Two Weeks - \$18.00

\$9.00 per week • 36¢ per word

Four Weeks - \$28.00

\$7.00 per week • 28¢ per word

Plain & Valley Advertising Rates

Display Rate:
\$20.00/Col. Inch
Color Charge:
\$120 Extra



1/8 Page - \$240

2 Col x 6"	6 Col x 2"	3 Col x 4"
Size 3.25" x 6"	Size 10.25" x 2"	Size 5" x 4"

1/4 Page - \$360

3 Col x 7.5"	6 Col x 4"	4 Col x 6"
Size 5" x 7.5"	Size 10.25" x 4"	Size 6.75" x 6"

1/3 Page - \$470

2 Col x 15.5"	6 Col x 5"	4 Col x 8"
Size 3.25" x 15.5"	Size 10.25" x 5"	Size 6.75" x 8"

1/2 Page - \$580

3 Col x 15.5"	6 Col x 7.5"	4 Col x 12"
Size 5" x 15.5"	Size 10.25" x 7.5"	Size 6.75" x 12"

Full Page - \$795
Size: 10.25" x 15.5

Two Pages - \$1400
Size: 21" x 15.5

2021 Distribution Dates

January 15, 2021
Deadline: January 6, 2021

April 16, 2021
Deadline: April 7, 2021

July 16, 2021
Deadline: July 7, 2021

October 15, 2021
Deadline: October 6, 2021

February 12, 2021
Deadline: February 3, 2021

May 14, 2021
Deadline: May 5, 2021

August 13, 2021
Deadline: August 4, 2021

November 12, 2021
Deadline: November 3, 2021

March 12, 2021
Deadline: March 3, 2021

June 11, 2021
Deadline: June 2, 2021

September 17, 2021
Deadline: September 8, 2021

December 10, 2021
Deadline: December 1, 2021

Covering Southeast Saskatchewan and Southwest Manitoba

Plain & Valley Distribution Area

Saskatchewan

Alameda	192	Fillmore	120	Maryfield	286
Alida	158	Fleming	54	Montmartre	340
Antler	70	Forget	33	Moosomin	1500
Arcola	301	Frobisher	104	Oxbow	599
Bellegarde	33	Grayson	180	Parkman	15
Benson	61	Gainsborough	233	Peebles	19
Bienfait	385	Gerald	105	Redvers	570
Bredenbury	242	Glen Ewen	95	Rocanville	517
Broadview	650	Glenavon	177	Spy Hill	150
Candiac	50	Grenfell	754	Steelman	23
Carievale	200	Heward	37	Stoughton	358
Carnduff	334	Indian Head	749	Stockholm	236
Carlyle	885	Kenosee Lake	140	Storthoaks	74
Churchbridge	250	Kelso	28	Tantallon	81
Corning	61	Kipling	683	Wapella	235
Cowesses	200	Kisbey	86	Wauchope	22
Creelman	110	Kennedy	173	Wawota	451
Esterhazy	1658	Lampman	476	Welwyn	80
Estevan	270	Langbank	107	Whitewood	723
Fairlight	45	Langenburg	722	Windthorst	182
		Marchwell	52	Wolseley	419
		Manor	191	Yarbo	60

Manitoba

Binscarth	300	Goodlands	48	Pierson	210
Birtle	425	Hartney	387	Pipestone	198
Beulah	100	Kirkella	21	Reston	318
Boissevain	1155	Kola	77	Russell	325
Cromer	68	Lyleton	37	Sinclair	81
Deloraine	724	McAuley	123	Souris	1140
Elkhorn	350	Manson	32	St. Lazare	190
Foxwarren	137	Melita	650	Tilston	90
		Medora	55	Virten	1600
		Miniota	194	Waskada	100
		Oak Lake	262		

Total Distribution

28,000 Households

2021 Tourist Guides



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.



1/8 Page
\$150

1/8 Page

Size
3.375"
x 2.25"

1/4 Page
\$260

1/4 Page

Size
3.375"
x 4.7"

1/3 Page
\$370

1/3 Page

Size
3.375"
x 7.125"

1/3 Page

Size
6.8" x 3.5"

1/2 Page
\$480

1/2 Page

Size
6.8" x 4.7"

1/2
Page

Size
3.375"
x 9.5"

Full Page
\$590

Size
6.8" x 9.5"

Two Pages
\$1000

Size
15.4" x 9.5"

**Color
Charge**

\$110

Summer Tourist Guide

Scheduled Publication Date: May 17, 2021

Winter Fun Guide

Scheduled Publication Date: November 1, 2021

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, socio-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.

Market Analyzer

Top 5 Industries

Agriculture and resources	26%
Mining, oil and gas	14%
Health and education	13%
Retail trade	11%
Construction	7%

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

Profile

Total population	12,064
Total number of households	4,658
Average household income	\$89,642

Population by Age:

0-14	1,988
15-24	1,265
25-34	1,685
35-44	2,059
45-64	3,127
65 & over	1,941

Consumer Spending (2016)

Food	\$39,026,000
Housing	\$54,516,000
Household operations	\$11,227,000
Household furnishings and equipment	\$8,766,000
Clothing	\$9,858,000
Transportation	\$36,995,000
Health care	\$8,316,000
Personal care	\$3,814,000
Recreation	\$14,803,000
Reading materials and other printed matter	\$989,000
Education	\$2,260,000
Tobacco products and alcoholic beverages	\$5,788,000

People - Marital Status

Single	2,732
Married	5,672
Separated	285
Widowed	735
Divorced	485

Household Structure

H/W family with child	2,039
H/W no child	2,486
Average number of persons per household	3

Family Structure (Married)

No children	1,086
1 child	482
2 children	529
3 plus children	294

Employment/Education

Employment in labor force

Unemployed	5%
Employed	95%

Education

(Population 15+)	10,365
Less than Grade 9	207
Grade 9 -12	2,871
Other university	1,934
Trade certificates	1,940
University degree	2,301

Housing

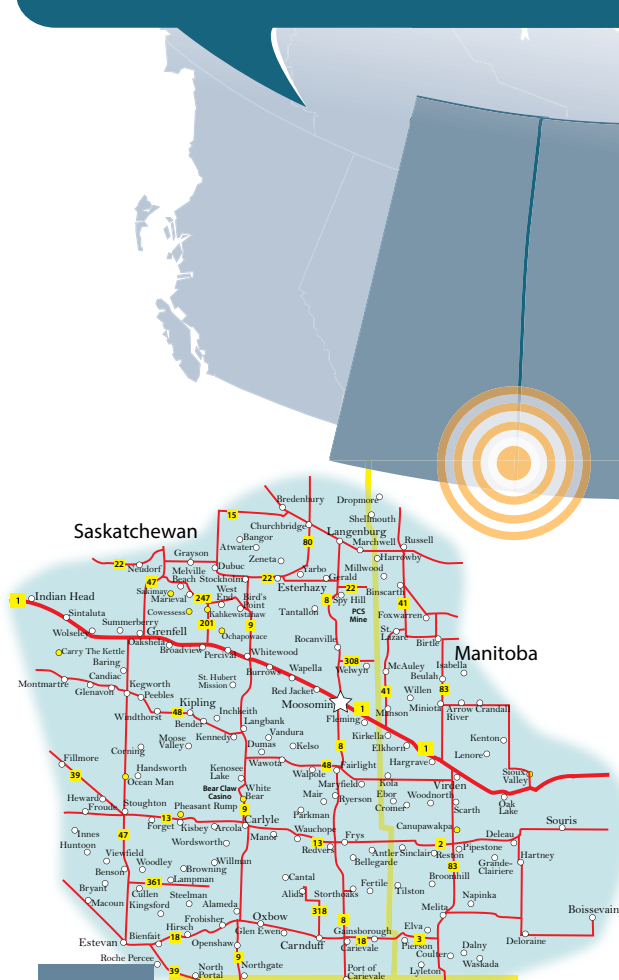
Total number of dwellings	4,649
Single detached	4,164
Owned dwellings	3,980
Rented dwellings	663

Agricultural data

Total farm count	1,019
Acres under cultivation	1,693,766
Total farms receipts	\$263,533,744
Total expenses	\$230,777,000
Livestock and poultry market value	\$189,450,359
Fertilizer purchases	\$18,852,000
Chemical purchases	\$15,067,000

Get more reach with the
Plain & Valley
 than with any other
 newspaper in the region!

The Plain & Valley reaches
28,000
Households
*That's more than the
 Leader-Post or Brandon Sun!*



Every issue of Plain & Valley is
 mailed direct to readers in
 Southeast Saskatchewan and
 Southwest Manitoba

Also free to read online at
www.plainandvalley.com

To discuss advertising contact:

306.435.2445

world_spectator@sasktel.net

www.plainandvalley.com

Proud to be locally owned and independent!

Plain & Valley
 28,000

Leader-Post
 24,619

Brandon Sun
 10,060

READY IN DAYS!

Custom Printed Business Cards & Brochures



Promotional Products

Tote Bags, Power Banks, Golf Balls, Magnets **AND MORE!**



Pens



Mugs



USB Sticks




THE WORLD-
Spectator

Call to see what we can
offer you! 306-435-2445
world_spectator@sasktel.net


Advertising Features

January 2021

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1 <i>New Year's Day</i>	2
3	4 ■ Lifestyles Feature Newspaper Edition 137 Week 14	5	6	7	8	9
10	11 ■ Financial Planning Newspaper Edition 137 Week 15	12	13	14	15 	16
17	18 ■ Home Design of the Month Newspaper Edition 137 Week 16	19	20	21	22	23
24	25 ■ Ag News Feature ■ Restaurant Guide ■ Post-Secondary Education ■ Wedding/Graduation Feature Newspaper Edition 137 Week 17	26	27	28	29	30
31						


February 2021

Advertising Features

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1 ■ Lifestyles Feature ■ RRSP Feature Newspaper Edition 137 Week 18	2	3	4	5	6
7	8 ■ RRSP Feature ■ Valentine's Day Feature ■ Financial Planning Newspaper Edition 137 Week 19	9	10	11	12  -Post-Secondary Education -RRSP Feature -Wedding/Grad	13
14	15 ■ RRSP Feature ■ Minor Hockey/ Figure Skating Tribute ■ Home Design of the Month Newspaper Edition 137 Week 20 <i>Family Day (SK)</i>	16	17	18	19	20
21	22 ■ Ag News Feature ■ Restaurant Guide ■ Tribute to Local Professionals Newspaper Edition 137 Week 21	23	24	25	26	27
28						


Advertising Features

March 2021

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1 ■ Lifestyles Feature ■ Pharmacist Awareness Week Newspaper Edition 137 Week 22	2	3	4	5	6
7	8 ■ Financial Planning Newspaper Edition 137 Week 23	9	10	11	12 	13
14	15 ■ Home Design of the Month Newspaper Edition 137 Week 24	16	17	18	19	20
21	22 ■ Restaurant Guide ■ I Do Business Locally Newspaper Edition 137 Week 25	23	24	25	26	27
28	29 ■ Ag News Feature ■ Spring Agriculture Newspaper Edition 137 Week 26	30	31			


April 2021

Advertising Features

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
					Good Friday	
4	5	6	7	8	9	10
Easter Sunday	<ul style="list-style-type: none"> Lifestyles Feature Spring Car Care Newspaper Edition 137 Week 27					
11	12	13	14	15	16	17
	<ul style="list-style-type: none"> Financial Planning Get Involved Newspaper Edition 137 Week 28				 Spring Agriculture	
18	19	20	21	22	23	24
	<ul style="list-style-type: none"> Home Design of the Month Tribute to Administrative Professionals Newspaper Edition 137 Week 29					
25	26	27	28	29	30	
	<ul style="list-style-type: none"> Ag News Feature Restaurant Guide Newspaper Edition 137 Week 30					


Advertising Features

May 2021

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3 <ul style="list-style-type: none"> ■ Lifestyles Feature ■ Occupational Health & Safety Week ■ Mother's Day Feature ■ Spring Home & Garden Newspaper Edition 137 Week 31	4	5	6	7	8
9	10 <ul style="list-style-type: none"> ■ Financial Planning ■ National Nursing Week ■ Stay Safe on the Road Newspaper Edition 137 Week 32	11	12	13	14 	15
16	17 <ul style="list-style-type: none"> ■ Home Design of the Month ■ Summer Tourist Guide Newspaper Edition 137 Week 33	18	19	20	21	22
23	24 <ul style="list-style-type: none"> ■ Restaurant Guide Newspaper Edition 137 Week 34 <i>Victoria Day</i>	25	26	27	28	29
30	31 <ul style="list-style-type: none"> ■ Ag News Feature ■ Mining, Energy & Manufacturing Newspaper Edition 137 Week 35					


June 2021

Advertising Features

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
6	7 <ul style="list-style-type: none"> ■ Lifestyles Feature ■ Minor Sports Newspaper Edition 137 Week 36	8	9	10	11  <ul style="list-style-type: none"> -Development Feature -Mining Energy Manufacturing 	12
13	14 <ul style="list-style-type: none"> ■ Financial Planning ■ Father's Day Feature ■ Graduation 2021 Newspaper Edition 137 Week 37	15	16	17	18	19
20	21 <ul style="list-style-type: none"> ■ Home Design of the Month Newspaper Edition 137 Week 38	22	23	24	25	26
27	28 <ul style="list-style-type: none"> ■ Ag News Feature ■ Restaurant Guide ■ Summer Activities Page begins ■ Moosomin Rodeo Feature ■ Summer Shopping Spree begins Newspaper Edition 137 Week 39	29	30			


Advertising Features

July 2021

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
				Canada Day		
4	5	6	7	8	9	10
	<ul style="list-style-type: none"> ■ Lifestyles Feature ■ Elkhorn Rodeo Feature Newspaper Edition 137 Week 40					
11	12	13	14	15	16	17
	<ul style="list-style-type: none"> ■ Financial Planning Newspaper Edition 137 Week 41				 Summer Events & Fireworks Feature	
18	19	20	21	22	23	24
	<ul style="list-style-type: none"> ■ Home Design of the Month ■ Maryfield Fair Feature Newspaper Edition 137 Week 42					
25	26	27	28	29	30	31
	<ul style="list-style-type: none"> ■ Ag News Feature ■ Restaurant Guide ■ Back To School Newspaper Edition 137 Week 43					


August 2021

Advertising Features

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2 <i>Civic Holiday</i> ■ Lifestyles Feature ■ Spy Hill Sports Days Feature Newspaper Edition 137 Week 44	3	4	5	6	7
8	9 ■ Financial Planning Newspaper Edition 137 Week 45	10	11	12	13  Back To School	14
15	16 ■ Home Design of the Month Newspaper Edition 137 Week 46	17	18	19	20	21
22	23 ■ Restaurant Guide Newspaper Edition 137 Week 47	24	25	26	27	28
29	30 ■ Ag News Feature ■ Labour Day Feature ■ Summer Activities Page ends Newspaper Edition 137 Week 48	31				


Advertising Features

September 2021

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5	6 <ul style="list-style-type: none"> ■ Lifestyles Feature ■ Summer Shopping Spree ends Newspaper Edition 137 Week 49 <i>Labour Day</i>	7	8	9	10	11
12	13 <ul style="list-style-type: none"> ■ Financial Planning ■ Salute to Local Heroes Newspaper Edition 137 Week 50	14	15	16	17  Fall Agriculture	18
19	20 <ul style="list-style-type: none"> ■ Home Design of the Month Newspaper Edition 137 Week 51	21	22	23	24	25
26	27 <ul style="list-style-type: none"> ■ Ag News Feature ■ Fall Agriculture ■ Restaurant Guide ■ Get Involved! Newspaper Edition 137 Week 52	28	29	30		


October 2021

Advertising Features

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4 <ul style="list-style-type: none"> ■ Lifestyles Feature ■ Women In Business ■ Christmas Party Planning Newspaper Edition 138 Week 1	5	6	7	8	9
10	11 <ul style="list-style-type: none"> ■ Financial Planning ■ Co-op Week Newspaper Edition 138 Week 2 <i>Thanksgiving</i>	12	13	14	15 	16
17	18 <ul style="list-style-type: none"> ■ Home Design of the Month ■ Small Business Week ■ Mining, Energy & Manufacturing Newspaper Edition 138 Week 3	19	20	21	22	23
24	25 <ul style="list-style-type: none"> ■ Ag News Feature ■ Restaurant Guide ■ Winter Car Care Newspaper Edition 138 Week 4	26	27	28	29	30
31						


Advertising Features

November 2021

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1 ■ Lifestyles Feature ■ Winter Fun Guide Newspaper Edition 138 Week 5	2	3	4	5	6
7	8 ■ Financial Planning ■ Remembrance Day Feature Newspaper Edition 138 Week 6	9	10	11 <i>Remembrance Day</i>	12  Mining, Energy & Manufacturing	13
14	15 ■ Home Design of the Month ■ Christmas Draw begins Newspaper Edition 138 Week 7	16	17	18	19	20
21	22 ■ Restaurant Guide Newspaper Edition 138 Week 8	23	24	25	26	27
28	29 ■ Ag News Feature ■ Christmas Gift Guide Newspaper Edition 138 Week 9	30				

December 2021

Advertising Features

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5	6 ■ Lifestyles Feature Newspaper Edition 138 Week 10	7	8	9	10  Christmas Shopping	11
12	13 ■ Financial Planning ■ Last-Minute Gift Guide Newspaper Edition 138 Week 11	14	15	16	17	18
19	20 ■ Home Design of the Month ■ Christmas Greetings ■ Don't Drink & Drive Newspaper Edition 138 Week 12	21	22	23	24	25
26 <i>Boxing Day</i>	27 ■ Ag News Feature ■ Restaurant Guide ■ New Year Greetings Newspaper Edition 138 Week 13	28	29	30	31	<i>Christmas Day</i>

Custom Printing

For over 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



Sign Design & Printing

Come see us first for all your sign needs!

**COROPLAST SIGNS • METAL SIGNS
VINYL BANNERS & MORE!**



Booklets & Programs

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

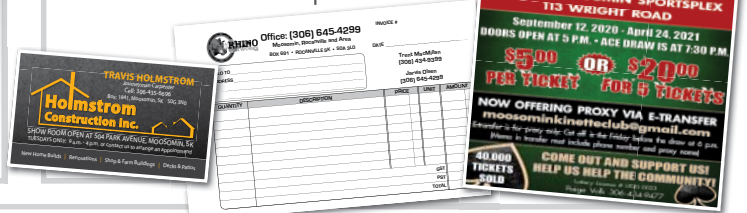
Large quantities or small – we can have your printed programs ready in a matter of days!



Custom Printing

We can design and print in-house posters, forms, business cards, letterheads, envelopes and so much more!

Call today for a custom quote



Advertising

Locally



Regionally



Provincially



Nationally



Online



Blanket all or part of Saskatchewan with your ad!

One Zone

\$86

Two Zones

\$123

All of
Saskatchewan

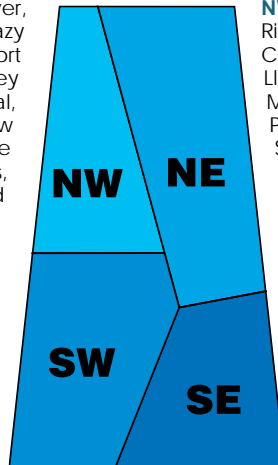
\$209

**Blanket
Classifieds**

Above prices are for 25 words or less. \$5 per word over 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-Wolesey News, Kipling Citizen, Langenburg Four-Town Journal, Melville Advance, Moosomin World-Spectator, Oxbow Herald, Wolesey R Town News, Radville Star, The Redvers New Optimist, The South West Trader Express, Weyburn Review, Weyburn This Week, Whitewood Herald, The Wolesey 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 Northerner, 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 ad!

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: \$269.00
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

Manitoba

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

Ontario Breakdown

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

Québec (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: \$2,973.00

All Canada (English Only)

Circulation: 6,975,316
Papers: 655
Basic Charge: \$1,876.00



Coverage Area



Entire Area Shown:

Plain & Valley Distribution

28,000 Households

Dark Blue Area:

The World-Spectator

Circulation: 4,690 Households

THE WORLD-
Spectator

Plain & Valley