

# Advertising & Information

– 2024 Edition –

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

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

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

[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, Plain and Valley and Ag News 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 most recent 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. Ag News reaches 10,000 readers in 25 communities in Southeast Saskatchewan and Southwest Manitoba, making it the largest agriculture publication in 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 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. Ag News covers an area ranging from Virden to Melita to Esterhazy to Carlyle. No other agriculture publication covers the area Ag News covers.

## Circulation figures you can trust

Our most recent audited circulation figure for the World-Spectator is 4,981. 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.

## Invest in your community

The World-Spectator, Plain and Valley and Ag News 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:

\$19.50/Col. Inch

\$1.40/agate line

## Color Charge:

\$120 Extra

## Advertising Deadline:

Thursday at Noon

for following

# THE WORLD-Spectator Advertising Rates

### 1/8 Page - \$200

2 Col x 6"

Size  
3.25"  
x  
6"

6 Col x 2"

Size  
10.25" x 2"

3 Col x 4"

Size  
5" x 4"

### 1/4 Page - \$335

3 Col x 7.5"

Size  
5" x  
7.5"

6 Col x 4"

Size  
10.25" x 4"

4 Col x 6"

Size  
6.75" x 6"

### 1/3 Page - \$455

2 Col  
x 15.5"

Size  
3.25"  
x  
15.5"

6 Col x 5"

Size  
10.25" x 5"

4 Col x 8"

Size  
6.75" x 8"

### 1/2 Page - \$575

3  
Col  
x  
15.5"

Size  
5" x  
15.5"

6 Col x 7.5"

Size  
10.25" x 7.5"

4 Col x 12"

Size  
6.75" x 12"

### Full Page - \$775

Size: 10.25" x 15.5"

### Two Pages - \$1450

Size: 21" x 15.5"

### Classified Rates - Based on 25 Word Minimum

#### One Week - \$14.00

56¢ per word

#### Two Weeks - \$25.00

50¢ per word

#### Three Weeks - \$30.00

40¢ per word

#### Four Weeks - \$35.00

35¢ per word

# Plain & Valley Advertising Rates

**Display Rate:**  
\$22.00/Col. Inch  
**Color Charge:**  
\$120 Extra



## 1/8 Page - \$275

2 Col x 6"

Size  
3.25" x 6"

6 Col x 2"

Size  
10.25" x 2"

3 Col x 4"

Size  
5" x 4"

## 1/4 Page - \$400

3 Col x 7.5"

Size  
5" x 7.5"

6 Col x 4"

Size  
10.25" x 4"

4 Col x 6"

Size  
6.75" x 6"

## 1/3 Page - \$525

2 Col  
x 15.5"

Size  
3.25" x 15.5"

6 Col x 5"

Size  
10.25" x 5"

4 Col x 8"

Size  
6.75" x 8"

## 1/2 Page - \$630

3 Col  
x 15.5"

Size  
5" x 15.5"

6 Col x 7.5"

Size  
10.25" x 7.5"

4 Col x 12"

Size  
6.75" x 12"

**Full Page - \$850**  
Size: 10.25" x 15.5

**Two Pages - \$1500**  
Size: 21" x 15.5

## 2023 Distribution Dates

**January 12, 2024**  
Deadline: January 5, 2024

**April 12, 2024**  
Deadline: April 3, 2024

**July 12, 2024**  
Deadline: July 3, 2024

**October 11, 2024**  
Deadline: October 2, 2024

**February 9, 2024**  
Deadline: January 31, 2024

**May 10, 2024**  
Deadline: May 1, 2024

**August 16, 2024**  
Deadline: August 7, 2024

**November 15, 2024**  
Deadline: November 6, 2024

**March 15, 2024**  
Deadline: March 6, 2024

**June 14, 2024**  
Deadline: June 5, 2024

**September 13, 2024**  
Deadline: September 4, 2024

**December 13, 2024**  
Deadline: December 4, 2024



# Covering Southeast Saskatchewan and Southwest Manitoba

## Plain & Valley Distribution Area

### Saskatchewan

Alameda	192
Alida	158
Antler	70
Arcola	301
Bellegarde	33
Benson	61
Bienfait	385
Bredenbury	242
Broadview	650
Candiac	50
Carievale	200
Carnduff	334
Carlyle	885
Churchbridge	250
Corning	61
Cowesses	200
Creelman	110
Esterhazy	1658
Estevan	270
Fairlight	45

Fillmore	120
Fleming	54
Forget	33
Frobisher	104
Grayson	180
Gainsborough	233
Gerald	105
Glen Ewen	95
Glenavon	177
Grenfell	754
Heward	37
Indian Head	749
Kenosee Lake	140
Kelso	28
Kipling	683
Kisbey	86
Kennedy	173
Lampman	476
Langbank	107
Langenburg	722
Marchwell	52
Manor	191

Maryfield	286
Montmartre	340
Moosomin	1500
Oxbow	599
Parkman	15
Peebles	19
Redvers	570
Rocanville	517
Spy Hill	150
Steelman	23
Stoughton	358
Stockholm	236
Storthoaks	74
Tantallon	81
Wapella	235
Wauchope	22
Wawota	451
Welwyn	80
Whitewood	723
Windthorst	182
Wolseley	419
Yarbo	60

### Manitoba

Binscarth	300
Birtle	425
Beulah	100
Boissevain	1155
Cromer	68
Deloraine	724
Elkhorn	350
Foxwarren	137

Goodlands	48
Hartney	387
Kirkella	21
Kola	77
Lyleton	37
McAuley	123
Manson	32
Melita	650
Medora	55
Miniota	194
Oak Lake	262

Pierson	210
Pipestone	198
Reston	318
Russell	325
Sinclair	81
Souris	1140
St. Lazare	190
Tilston	90
Virten	1600
Waskada	100

Total Distribution

**28,000 Households**

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

To discuss advertising contact:

**306.435.2445**

[world\\_spectator@sasktel.net](mailto:world_spectator@sasktel.net)

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

*Proud to be locally owned and independent!*

Plain & Valley  
 28,000

Leader-Post  
 16,233

Brandon Sun  
 5,366



## Reach 10,000 Households!

Mailed direct to farm and business boxes, plus inserted into all 5,000 copies of the World-Spectator each month!

**Color charge:**  
\$120 extra

# AG NEWS

Published the last  
Monday of each month



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

**1/4 Page**  
**\$335**

**1/3 Page**  
**\$455**

**1/2 Page**  
**\$575**

**Full Page - \$775**  
**Size: 10.25" x 15.5**

**Two Pages - \$1450**  
**Size: 21" x 15.5**

## 2024 Distribution Dates

**January 29, 2024**

Deadline: January 25, 2024

**April 29, 2024**

Deadline: April 25, 2024

**July 29, 2024**

Deadline: July 25, 2024

**October 28, 2024**

Deadline: October 24, 2024

**February 26, 2024**

Deadline: February 22, 2024

**May 27, 2024**

Deadline: May 23, 2024

**August 26, 2024**

Deadline: August 22, 2024

**November 25, 2024**

Deadline: November 21, 2024

**March 25, 2024**

Deadline: March 21, 2024

**June 24, 2024**

Deadline: June 20, 2024

**September 30, 2024**

Deadline: September 26, 2024

**December 30, 2024**

Deadline: December 19, 2024

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

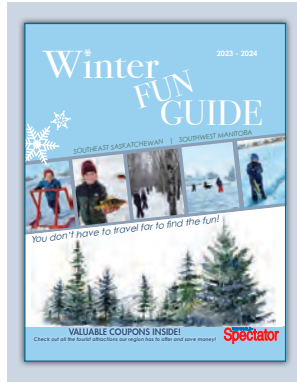
## Housing

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

# 2024 Tourist Guides



The World-Spectator produces summer and winter tourist guides that are distributed across the region for free distribution to newcomers and visitors to the area.



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

1/8 Page

Size  
3.375"  
x 2.25"

**1/4 Page**  
**\$310**

1/4 Page

Size  
3.375"  
x 4.7"

**1/3 Page**  
**\$440**

1/3 Page

Size  
3.375"  
x 7.125"

1/3 Page

Size  
6.8" x 3.5"

**1/2 Page**  
**\$540**

1/2 Page

Size  
6.8" x 4.7"

1/2  
Page

Size  
3.375"  
x 9.5"

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

Size  
6.8" x 9.5"

**Two Pages**  
**\$1100**

Size  
15.4" x 9.5"

**Color  
Charge**

**\$110**

**Summer Tourist Guide**

Scheduled Publication Date: May 13, 2024



**Winter Fun Guide**

Scheduled Publication Date: November 4, 2024




# Advertising Features

## January 2024

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1  <i>New Year's Day</i> Newspaper Edition 140 Week 14	2	3	4	5	6
7	8  ■ Financial Planning Newspaper Edition 140 Week 15	9	10	11	12 	13
14	15  ■ Home Design of the Month Newspaper Edition 140 Week 16	16	17	18	19	20
21	22  ■ Restaurant Guide ■ Post-Secondary Education Newspaper Edition 140 Week 17	23	24	25	26	27
28	29   ■ Wedding/Graduation Feature Newspaper Edition 140 Week 18	30	31			



# February 2024

## Advertising Features

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5 <ul style="list-style-type: none"> <li>RRSP Feature</li> <li>Valentine's Day Feature</li> <li>Love to Shop Local draw starts</li> </ul> Newspaper Edition 140 Week 19	6	7	8	9  Post-Secondary Education RRSP Feature Wedding/Grad	10
11	12 <ul style="list-style-type: none"> <li>RRSP Feature</li> <li>Financial Planning</li> </ul> Newspaper Edition 140 Week 20	13	14 <i>Valentine's Day</i>	15	16	17
18	19 <ul style="list-style-type: none"> <li>RRSP Feature</li> <li>Minor Hockey/ Figure Skating Tribute</li> <li>Home Design of the Month</li> </ul> Newspaper Edition 140 Week 21 <i>Family Day</i>	20	21	22	23	24
25	26 <b>AG NEWS</b> <ul style="list-style-type: none"> <li>Restaurant Guide</li> <li>Tribute to Local Professionals</li> </ul> Newspaper Edition 140 Week 22	27	28	29		



# Advertising Features

## March 2024

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4 <ul style="list-style-type: none"> <li>Pharmacist Awareness Month</li> <li>Fraud Prevention Month</li> </ul> Newspaper Edition 140 Week 23	5	6	7	8	9
10	11 <ul style="list-style-type: none"> <li>Financial Planning</li> </ul> Newspaper Edition 140 Week 24	12	13	14	15 	16
17 <i>St. Patrick's Day</i>	18 <ul style="list-style-type: none"> <li>I Do Business Locally</li> <li>Home Design of the Month</li> </ul> Newspaper Edition 140 Week 25	19	20	21	22	23
24	25  <ul style="list-style-type: none"> <li>Restaurant Guide</li> <li>Spring Agriculture</li> </ul>	26	27	28	29	30
31 <i>Easter Sunday</i>	<i>Easter Monday</i> Newspaper Edition 140 Week 26				<i>Good Friday</i>	


# April 2024

## Advertising Features

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1    Newspaper Edition 140 Week 27	2	3	4	5	6
7	8  ■ Spring Car Care  Newspaper Edition 140 Week 28	9	10	11	12  Spring Agriculture	13
14	15  ■ Financial Planning ■ Get Involved  Newspaper Edition 140 Week 29	16	17	18	19	20
21	22  ■ Home Design of the Month  Newspaper Edition 140 Week 30	23	24	25	26	27
28	29  ■ Tribute to Administrative Professionals ■ Restaurant Guide  Newspaper Edition 140 Week 31	30				

# Advertising Features


## May 2024

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	<ul style="list-style-type: none"> <li>Occupational Health &amp; Safety Week</li> <li>Spring Home &amp; Garden</li> </ul> Newspaper Edition 140 Week 32		1	2	3	4
5	<ul style="list-style-type: none"> <li>Financial Planning</li> <li>National Nursing Week</li> <li>Mother's Day Feature</li> <li>Stay Safe on the Road</li> </ul> Newspaper Edition 140 Week 33	7	8	9	10  Development Feature	11
12 <i>Mother's Day</i>	<ul style="list-style-type: none"> <li>Home Design of the Month</li> <li>Summer Tourist Guide</li> </ul> Newspaper Edition 140 Week 34	14	15	16	17	18
19	<ul style="list-style-type: none"> <li>Restaurant Guide</li> </ul> Newspaper Edition 140 Week 35 <i>Victoria Day</i>	21	22	23	24	25
26	<b>AG NEWS</b>  <ul style="list-style-type: none"> <li>Mining, Energy &amp; Manufacturing</li> </ul> Newspaper Edition 140 Week 36	28	29	30	31	





# June 2024

## Advertising Features

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3  ■ Graduation 2023 Newspaper Edition 140 Week 37	4	5	6	7	8
9	10  ■ Financial Planning ■ Father's Day Feature ■ Minor Sports Newspaper Edition 140 Week 38	11	12	13	14   Mining Energy Manufacturing/	15
16  <i>Father's Day</i>	17  ■ National Aboriginal Day ■ Home Design of the Month Newspaper Edition 140 Week 39	18	19	20	21	22
23	24 <b>AG NEWS</b>	25	26	27	28	29
30	■ Restaurant Guide ■ Summer Activities Page begins  Newspaper Edition 140 Week 40					



# Advertising Features

## July 2024

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1 ■ Summer Shopping Spree begins ■ Moosomin Rodeo Feature  <i>Canada Day</i> Newspaper Edition 140 Week 40	2	3	4	5	6
7	8 ■ Financial Planning Newspaper Edition 140 Week 41	9	10	11	12  Summer Events & Moosomin Lake feature	13
14	15 ■ Home Design of the Month ■ Maryfield Fair Feature Newspaper Edition 140 Week 42	16	17	18	19	20
21	22 ■ Restaurant Guide ■ Elkhorn Rodeo Feature Newspaper Edition 140 Week 43	23	24	25	26	27
28	29  ■ Back To School Newspaper Edition 140 Week 44	30	31			



# August 2024

## Advertising Features

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5 <ul style="list-style-type: none"> <li>Financial Planning</li> <li>Spy Hill Sports Days Feature</li> </ul> <i>Civic Holiday</i> Newspaper Edition 140 Week 45	6	7	8	9	10
11	12 <ul style="list-style-type: none"> <li>Home Design of the Month</li> </ul> Newspaper Edition 140 Week 46	13	14	15	16  Back To School	17
18	19 Newspaper Edition 140 Week 47	20	21	22	23	24
25	26  <ul style="list-style-type: none"> <li>Restaurant Guide</li> <li>Labour Day Feature</li> <li>Summer Activities Page ends</li> </ul> Newspaper Edition 140 Week 48	27	28	29	30	31



# Advertising Features

## September 2024

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2 ■ Summer Shopping Spree Ends <i>Labour Day</i> Newspaper Edition 140 Week 49	3	4	5	6	7
8	9 ■ Financial Planning ■ Salute to Local Heroes Newspaper Edition 140 Week 50	10	11	12	13  Fall Agriculture/ Truth and Reconciliation	14
15	16 ■ Home Design of the Month Newspaper Edition 140 Week 51	17	18	19	20	21
22	23 ■ ND for Truth & Reconciliation ■ Restaurant Guide Newspaper Edition 140 Week 52	24	25	26	27	28
29	30  ■ Fall Agriculture ■ Get Involved! <i>National Day for Truth &amp; Reconciliation</i> Newspaper Edition 140 Week 53					

# October 2024


## Advertising Features

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
6	7 <ul style="list-style-type: none"> <li>Women In Business</li> <li>Christmas Party Planning</li> </ul> Newspaper Edition 141 Week 1	8	9	10	11 	12
13	14 <ul style="list-style-type: none"> <li>Financial Planning</li> </ul> <i>Thanksgiving</i> Newspaper Edition 141 Week 2	15	16	17	18	19
20	21 <ul style="list-style-type: none"> <li>Home Design of the Month</li> <li>Small Business Week</li> <li>Co-op Week</li> </ul> Newspaper Edition 141 Week 3	22	23	24	25	26
27	28  <ul style="list-style-type: none"> <li>Restaurant Guide</li> <li>Winter Car Care</li> <li>Mining, Energy &amp; Manufacturing</li> <li>Winter Fun Guide</li> </ul> Newspaper Edition 141 Week 4	29	30	31 <i>Halloween</i>		




# Advertising Features

## November 2024

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4  ■ Remembrance Day Feature  Newspaper Edition 141 Week 5	5	6	7	8	9
10	11  ■ Financial Planning ■ Christmas Draw begins  Newspaper Edition 141 Week 6  <i>Remembrance Day</i>	12	13	14	15    Mining, Energy & Manufacturing	16
17	18  ■ Home Design of the Month  Newspaper Edition 141 Week 7	19	20	21	22	23
24	25 <b>AG NEWS</b>  ■ Restaurant Guide ■ Christmas Gift Guide  Newspaper Edition 141 Week 8	26	27	28	29	30

# December 2024

## Advertising Features

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2 Newspaper Edition 141 Week 9	3	4	5	6	7
8	9 Newspaper Edition 141 Week 10	10	11	12	13  Christmas Shopping	14
15	16 ■ Financial Planning ■ Last-Minute Gift Guide Newspaper Edition 141 Week 11	17	18	19	20	21
22	23 ■ Home Design of the Month ■ Christmas Greetings ■ Don't Drink & Drive Newspaper Edition 141 Week 12	24 <i>Christmas Eve</i>	25 <i>Christmas Day</i>	26 <i>Boxing Day</i>	27	28
29	30 <b>AG NEWS</b> ■ Restaurant Guide ■ New Year Greetings Newspaper Edition 141 Week 13	31 <i>New Year's Eve</i>				

# Custom Printing

For 140 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.

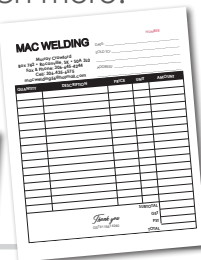
Large quantities or small – we can have your printed programs ready in a matter of days!



## 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



# Place your ad in all of Saskatchewan for only **\$209+GST**

## Blanket Classifieds

Above price is for 25 words or less. \$5 per word over 25 words.

### SASKATCHEWAN WEEKLY NEWSPAPERS INCLUDE:

- Assiniboia Times
- Battlefords Regional News-Optimist
- Biggar Independent
- Canora Courier
- Carlyle Observer
- Creighton Flin Flon Reminder
- Davidson Leader
- Eagle Feather News
- Estevan Mercury
- Foam Lake Review
- Fort Qu'Appelle Times
- Gravelbourg Tribune
- Herbert Herald
- Indian Head Woloseley News
- Ituna News
- Kamsack Times
- Kerrobert Chronicle
- Kindersley Your West Central News
- L'Eau Vive
- Langenburg Four-Town Journal
- Lanigan Advisor
- Lloydminster Meridian Source
- Maple Creek & Southwest Advance Times
- Maple Creek News
- Martensville Messenger
- Meadow Lake Northern Pride
- Melfort/Nipawin The Journal
- Melville Advance
- Moosomin World-Spectator
- Northern Advocate
- NWT News/North
- Outlook (The)
- Preeceville Progress
- Prince Albert Rural Roots
- Regina QC
- Rosetown Eagle
- Saskatchewan Senior (The)
- Saskatoon Bridges
- Saskatoon, Your Saskatoon News
- Shaunavon Standard
- Shellbrook Chronicle
- Spiritwood Herald
- Strasbourg/Lumsden Last Mountain Times
- Swift Current Prairie Post
- Swift Current Southwest Booster
- Unity/Wilkie Press Herald
- Vibank Quad Town Forum
- Wadena News
- Wakaw Recorder
- Warman Clark's Crossing Gazette
- Watrous Manitou
- Weyburn Review
- Weyburn This Week
- Whitewood / Grenfell Herald Sun
- Wynyard Advance/Gazette
- 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

#### 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

**Orange Area:**

AG News

Circulation: 10,000 Households

**Purple Area:**

The World-Spectator

Circulation: 4,981 Households

THE WORLD-  
**Spectator**

**Plain & Valley**  
**AG NEWS**