

Ad Formats

All camera ready advertisements should be prepared to the sizes indicated on this sheet.

The Courier Newspaper
P.O. BOX 6190 Stn Forces
Cold Lake, AB T9M 2C5

Advertising in the Courier is an ideal way to reach an exceptional target market of income-earning consumers: Air Force pilots, technicians, and support personnel at Canada's premiere Air Force tactical and training base - 4 Wing Cold Lake.

Circulation: 2600

Distribution: 4 Wing residences
- 4 Wing workplaces
- Military members living off base
- Local business news-stands

Format: tabloid (10.25"x15.5")
6 col. x 217 lines

Frequency: Weekly

Day of Publication: Tuesday

Booking Deadline: Wednesday, 1600hrs for next Tuesday

Artwork or signed proofs: Thursday, 1600hrs

Member of
Canadian Forces Newspaper



Full Page 10.25" x 15.5" (6 col. x 217 line) \$1250.00	2/3 Page 6.79" x 15.5" (4 col. x 217 line) \$834.00	2/3 Page 10.25" x 10.33" (6 col. x 145 line) \$625.00	1/2 Page 10.25" x 7.75" (6 col. x 108 line) \$625.00	1/2 Page 5.05" x 15.5" (3 col. x 217 line)
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1/2 Page 6.79" x 11.7" (4 col. x 162 line)	1/3 Page 3.32" x 15.5" (2 col. x 217 line) \$417.00	1/3 Page 5.05" x 10.49" (3 col. x 147 line)	1/3 Page 6.79" x 7.8" (4 col. x 109 line)	1/3 Page 10.25" x 5.17" (6 col. x 72 line)
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1/4 Page 5.05" x 7.75" (3 col. x 108 line) \$313.00	1/4 Page 3.32" x 11.79" (2 col. x 165 line)	1/4 Page 6.79" x 5.76" (4 col. x 81 line)	1/4 Page 10.25" x 3.82" (6 col. x 54 line)	1/8 Page 3.32" x 5.89" (2 col. x 83 line) \$157.00
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1/8 Page 5.05" x 3.88" (3 col. x 55 line)	1/8 Page 6.79" x 2.88" (4 col. x 41 line)	1/8 Page 10.25" x 2" (6 col. x 28 line)	3 x 3 5.05" x 3" (3 col. x 42 line) \$121.00	Business Card Size 3.32" x 2" (2 col. x 28 line) \$54.00
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Front Page 1.6" x 2" (1 col. x 28 line) \$100.00 10.25" x 2" (6 col. x 28 line) \$220.00 Banner

- ♦ Other sizes are \$.96/agate line multiplied by # of columns
- ♦ Spot Colour: \$150.00
- ♦ Full Colour: \$300.00
- ♦ Flyer Insertion: \$100.00/1000

(all prices listed are NET and do not include GST)

Reservations

The Courier

Phone: (780) 594-5206
Fax: (780) 594-2139

thecourier@telus.net

Demographics

Military Personnel: 1700

Reserve Personnel: 130

Civilian Personnel: 654

Total Employees: 2484

Annual Payroll: \$150 Million