

Alberta Value Ad Network

So you think you can't Advertise in Multiple Newspapers without a Large Ad Budget?

The **Alberta Value Ad Network** is an easy and affordable display advertising option for advertisers looking to expand their market and increase profits through Alberta's community newspapers.

Place your Value Ad (business card sized) in **104** newspapers province wide with a combined circulation of over 800,000 for only \$3578.33 (*that's only \$35 per newspaper*).

Or you can zero in on a region for as little as \$865.31. Let the results speak for themselves.

To order your **Value Ad** simply call the **Alberta Weekly Newspapers Association** at **780-434-8746** x235 (toll free **1-800-282-6903** x235) or any of the participating newspapers listed here.

PARTICIPATING NEWSPAPERS

Edmonton North Zone - 46 papers (approx 400,000 circ.)

- | | |
|--|-------------------------------|
| Barrhead Leader | Lamont Leader |
| Beaumont News | Leduc Representative |
| Beaverlodge Advertiser | Lloydminster Meridian Booster |
| Bonnyville Nouvelle | Mayerthorpe Freelancer |
| Cold Lake Sun | Morinville Free Press |
| Devon Dispatch News | Peace River Record-Gazette |
| Edmonton Examiner | Redwater Review |
| Edmonton SEE Magazine | Rycroft Central Peace Signal |
| Edson Leader | Slave Lake Lakeside Leader |
| Edson Weekly Anchor | Slave Lake Scope |
| Elk Point Review | Smoky Lake Signal |
| Fairview Post | Spruce Grove Examiner |
| Falher Smoky River Express | St. Albert Gazette |
| Fort Chip/Fort Smith Slave River Journal | St. Albert Saint City News |
| Fort McMurray Connect | St. Paul Journal |
| Fort Saskatchewan Record | Stony Plain Reporter |
| Fox Creek Times | Swan Hills Grizzly Gazette |
| Grande Cache Mountaineer | Valleyview Valley Views |
| Hay River Hub | Vegreville Observer |
| High Prairie South Peace News | Vermilion Standard |
| Hinton Parklander | Wabasca Fever |
| Lac La Biche Post | Westlock News |
| Lamont Farm 'n' Friends | Whitecourt Star |

Central Zone - 31 papers (approx 200,000 circ.)

- | | |
|--|----------------------------------|
| Bashaw Star | Ponoka News |
| Camrose Canadian | Red Deer Express |
| Castor Advance | Rimbey Review |
| Consort Enterprise | Rocky Mountain House Mountaineer |
| Coronation East Central Alberta Review | Sedgewick Community Press |
| Didsbury Review | Stettler Independent |
| Drayton Valley Western Review | Sundre Round-Up |
| Drumheller Mail | Sylvan Lake News |
| (Drumheller) Inside Drumheller | Three Hills Capital |
| Eckville Echo | Tofield Mercury |
| Hanna Herald | Vermilion Voice |
| Innisfail Province | Viking Weekly Review |
| Lacombe Globe | Wainwright Edge |
| Leduc/Wetaskiwin Pipestone Flyer | Wainwright Star |
| Olds Albertan | Wetaskiwin Times Advertiser |
| Oyen Echo | |

Calgary South Zone - 27 papers (approx 200,000 circ.)

- | | |
|--------------------------------|-------------------------|
| Airdrie City View | Cochrane Times |
| (Airdrie) Rocky View Weekly | Crowsnest Pass Herald |
| Banff Crag & Canyon | Crowsnest Pass Promoter |
| Bow Island Commentator | Fort Macleod Gazette |
| Brooks & County Chronicle | High River Times |
| Brooks Bulletin | Lethbridge Sun Times |
| (Brooks) Weekend Regional | Nanton News |
| Calgary Fast Forward Weekly | Okotoks Western Wheel |
| Canmore Leader | Pincher Creek Echo |
| Canmore Rocky Mountain Outlook | Strathmore Standard |
| Cardston Temple City STAR | Taber Times |
| Carstairs Courier | Vauxhall Advance |
| Claresholm Local Press | Vulcan Advocate |
| Coaldale Sunny South News | |

Take your message province-wide or zone in on just one region with an AWINA Value Ad



2010 Totals

- GreaterEdmonton North (46 papers) .. **\$1741.60**
- Central Zone (31 papers) **\$971.42**
- Greater Calgary South (27 papers) **\$865.31**
- ALL ZONES**
- (104 papers - appr. 800,000 circ.)..... **\$3578.33**

Prices are subject to change

Prices include GST

The Value Ad Network is the perfect vehicle for advertisers from A to Z.

**Auctioneers
Business Opportunities
Computer Training
Dude Ranches
Employment Advertising
Farm Machinery
Golf Courses
Hearing Aids
Insurance Brokers
Jacuzzis
Kitchen Cabinet Makers
Livestock For Sale
Manufactured Homes
Nurseries
Oil Related Services
Package Tours
Quads & RVs
Realtors
Schools and Educational
Transport Companies
Upholsterers
Vacuum Equipment
Water Well Drilling
Xtreme Sports Gear
Yard Sales (Townwide)
Zoos**



Looking for something more than a classified ad? You've found it with the Alberta Weekly Newspapers Association Value Ad Network

Why would I want to?

The Value Ad Network is the least expensive form of display advertising.

How does it work?

The 104 members of the network have agreed to publish your ad for a flat cost based on a multiple newspaper campaign.

What is the size of the ad?

Your ad will appear in participating newspapers as a size that is close to that of a standard business card. If you are designing your own material, you will need to set it up as 3" x 2" deep. This size will fit all of our newspapers' formats.

Will the AWNA design my ad?

Yes, for a flat fee of \$45 the association will design your ad, forward it to you for approval and post it on our bulletin board.

When will my ad run?

Ads run one time in each publication throughout the week you have ordered.

Where will my ad run?

As you are essentially purchasing heavily discounted space at a fraction of the regular rate, the newspaper will determine where your ad appears, and as such, position requests cannot be accommodated with this program.

Why is payment in advance required?

In order to keep your costs down, we must keep our costs down. One way we do this is by keeping bookkeeping to a minimum. Payment in advance allows us to save money by not sending out invoices, tracking payments, etc.

When does my ad need to be booked?

Your ad will need to be booked by Wednesday at noon in order for publication the following week.

Do I get tearsheets?

Once again, in order to keep your costs down we need to keep our costs down. If we provided tearsheets for each ad in the newspaper, the cost of advertising would be much higher.



#800, 4445 Calgary Trail,
Edmonton, Alberta T6H 5R7
Phone 780-434-8746
Toll Free (AB) 1-800-282-6903
Toll Free (CA) 1-866-669-2262 ext. 1
Fax 780-438-8356



2010



www.awna.com

"AWNA is a member of the Adwest Network"

So you think you can't Advertise in Multiple Newspapers without a Large Ad Budget?

