

# ALASKA HIGHWAY NEWS

PUBLISHED EVERY THURSDAY IN PRINT AND SEVEN DAYS A WEEK ONLINE

## DISPLAY ADVERTISING RATES

### Glacier Media Inc.

9916 - 98th Street, Fort St. John, BC V1J 3T8  
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Regional Manager: William Julian, wj@ahnfsj.ca

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National Advertising Representative: William Julian, wj@ahnfsj.ca

Ad Material: compose@ahnfsj.ca

Proudly serving Fort St. John, Hudson Hope, Taylor, Fort Nelson & surrounding communities; the Alaska Highway News is an exciting, fast-paced, energetic weekly community newspaper covering news, sports and local events. The Alaska Highway News brings the most up-to-date information and delivers it to your door.

*FRONT PAGE AD LAYOUT	FULL PAGE	1/2 PAGE HORIZONTAL	1/2 PAGE VERTICAL	1/3 PAGE	Colour
<p><b>A</b></p> <p><b>B</b> 6 COLUMNS X 20 (5.849" X 1.49") \$500.00</p> <p><b>B - C:</b> 2 COLUMNS X 92 (1.8560" X 6.57") \$500.00</p> <p><b>C</b></p> <p><b>D:</b> 10 COLUMNS X 35 (9.842" X 2.5") \$800.00</p> <p><b>D</b></p>	<p>10 COLUMNS X 278 (9.842" X 19.857")</p> <p><b>\$4781.60</b></p>	<p>10 COLUMNS X 136 (9.842" X 9.714")</p> <p><b>\$2339.20</b></p>	<p>5 COLUMNS X 278 (4.851" X 19.857")</p> <p><b>\$2339.20</b></p>	<p>10 COLUMNS X 90 (9.842" X 6.429")</p> <p><b>\$1584.00</b></p>	<p>Spot Colour \$150</p> <p>Full Colour: \$500</p>
					<b>Guaranteed Placement</b> +25% Surcharge
<p><b>1/4 PAGE VERTICAL</b></p> <p>5 COLUMNS X 136 (4.851" X 9.714")</p> <p><b>\$1169.60</b></p>	<p><b>1/4 PAGE HORIZONTAL</b></p> <p>10 COLUMNS X 68 (9.842" X 4.857")</p> <p><b>\$1169.60</b></p>	<p><b>BUS CARD</b></p> <p>3 COLUMNS X 30 (2.854" X 2.143")</p> <p><b>\$154.80</b></p>	<p><b>BANNER</b></p> <p>10 COLUMNS X 35 (9.842" X 2.5")</p> <p><b>\$602.00</b></p>	<p><b>1/12 PAGE</b></p> <p>2 COLUMNS X 117 (1.856" X 8.36")</p> <p>OR</p> <p>6 COLUMNS X 39 (5.849" X 2.79")</p> <p><b>\$402.48</b></p>	<p><b>Booking Deadline:</b> Friday the week prior, 12 Noon</p> <p><b>Material Deadline:</b> Friday the week prior, 12 Noon</p>
		<p><b>1/8 PAGE</b></p> <p>5 COLUMNS X 68 (4.8561" X 4.857")</p> <p><b>\$584.80</b></p>			

### Press-Ready Requirements

Creative services are included in the cost of advertising.

#### FILES & FORMATS

Camera-ready ads must be in the following file types: .pdf .eps .ai or .indd. Links must be embedded and fonts converted to outlines. Graphical ad components must be a minimum of 180 dpi and should be: .tif .jpg .psd .ai .eps OR .pdf

**WE CANNOT ACCEPT MICROSOFT PUBLISHER OR WORD FILES AS PRESS READY.**

#### FTP UPLOAD INFO

To post files to The Alaska Highway News FTP site, all users require FTP software.

The login in is as follows:

hostname: ftp.ahnfsj.ca

user: AHNUser@ftp.ahnfsj.ca password: newspaper

### Frequency & Volume Discount

NUMBER OF INSERTIONS	DISCOUNT
4 INSERTIONS	5%
13+ INSERTIONS	10%
26+ INSERTIONS	20%
52 INSERTIONS	25%
NON-PROFIT	50%

### CANCELLATIONS

Display ads cancelled after deadline will be invoiced at 50% of the invoiced rate.

### Technical & Mechanical:

1 col:	0.8580"
2 col:	1.8560"
3 col:	2.8540"
4 col:	3.8530"
5 col:	4.8510"
6 col:	5.8490"
7 col:	6.8470"
8 col:	7.8460"
9 col:	8.8440"
10 col:	9.8420"

#### Minimum & Maximum Requirement:

Full Depth per Column:  
278 agate lines  
Per Page: 2780, Double  
Truck: 5560  
\* Ads over 265 agate lines charged as a full column.

### Area Distribution:

Ft. St. John	7106
AHN office	112
Apartments	180
RR#1 SS#2	170
Hotel / Motels	129
Taylor	480
Hudson's Hope	350
Charlie Lake	340
Prespatou	129
Rose Prairie	111
Baldonnel	75
Montney	67
Cecil Lake	63
Buick Creek	60
Altona	55
Wonowon	31
Goodlow	27
Pink Mountain	12
North Pine	11
Clayhurst	8

**Total: 9,516**

### National/ Career/ Classified Rate

\$1.72 per agate line

\$15.00 surcharge per campaign

#### Classified Box Charge:

Reply Box: \$20.00

### Inserts

#### Delivered to your doorstep

Reach 9,516 homes and businesses in Fort St. John and surrounding area

**Deadline:** Monday, 4 Days previous

Under 75g Insertion/1000: \$90.00 (Net)

Over 75g Insertion/1000: \$125.00 (Net)

Over 200g Insertion/1000: \$350.00 (Net)