

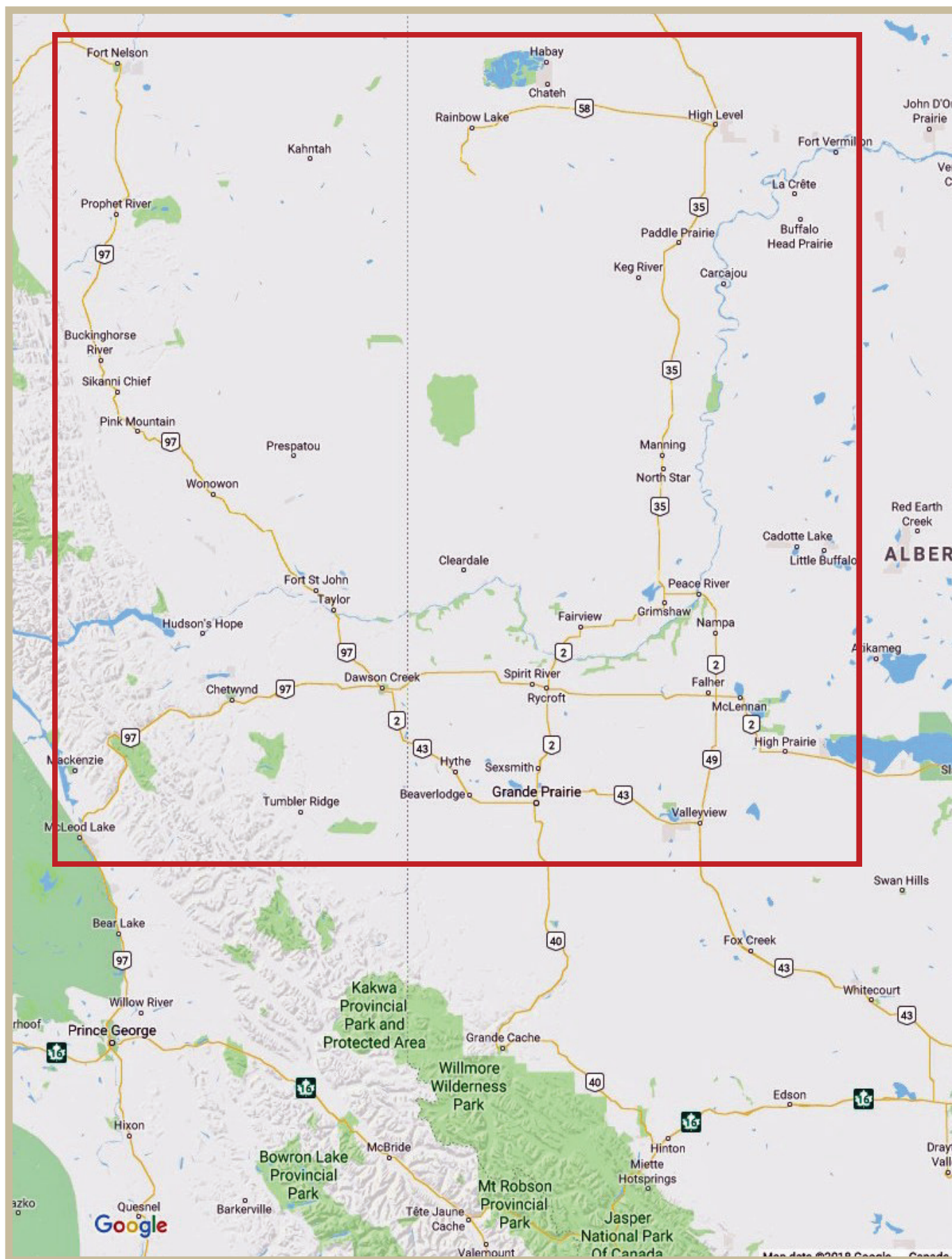


NORTHERN HORIZON

MEDIA KIT 2022/2023



**The Northern Horizon (Div of Northern Publishing Ltd.)
901 – 100th Avenue, Dawson Creek, BC V1G 1W2
Phone (250)782-4888
Fax (250)782-6300
Email horizon@dcdn.ca**



2022/2023 Distribution – Mail Outs & Drop Offs

**NORTHERN HORIZON**

(Canada Post - Total Points of Call)

Total Distribution – 16,000

Alberta – 12,027 | British Columbia – 3,895 | Office/Subscriptions/Misc – 78

ALBERTA – 12,027

Canada Post – 11,599 (Home – 5,215, Farm – 6,384)

Dealer Drop Off - 428

Canada Post Delivery

Bear Canyon (15, H-0, F-15)

Beaverlodge (219, H-33, F-186)

Berwyn (37, H-0, F-37)

Bezanson (43, H-0, F-43)

Blueberry Mountain (22, H-13, F-9)

Bluesky (137, H-102, F-35)

Bonanza (208, H-150, F-58)

Brownvale (175, H-121, F-54)

Buffalo Head Prairie (69, H-0, F-69)

Cherry Point (32, H-0, F-32)

Cleardale (167, H-108, F-59)

Crooked Creek (303, H-229, F-74)

Deadwood (31, H-0, F-31)

DeBolt (137, H-54, F-83)

Demmitt (25, H-0, F-25)

Dixonville (192, H-142, F-50)

Donnelly (257, H-223, F-34)

Eaglesham (171, H-111, F-60)

Elmworth (46, H-22, F-24)

Enilda (25, H-0, F-25)

Eureka River (46, H-24, F-22)

Fairview (226, H-0, F-226)

Falher (689, H-584, F-105)

Faust (6, H-0, F-6)

Fort Vermillion (150, H-0, F-150)

Fox Creek (15, H-0, F-15)

Gift Lake (4, H-0, F-4)

Girouxville (75, H-0, F-75)

Goodfare (49, H-0, F-49)

Gordondale (61, H-41, F-20)

Grande Prairie (341, H-0, F-341)

Grimshaw (161, H-0, F-161)

Grouard (5, H-0, F-5)

Grovedale (46, H-0, F-46)

Gundy (30, H-0, F-30)

Guy (68, H-24, F-44)

High Level (100, H-0, F-100)

High Prairie (448, H-0, F-448)

Hines Creek (442, H-210, F-232)

Hotchkiss (24, H-0, F-24)

Hythe (130, H-38, F-92)

Jarvie (34, H-0, F-34)

Jean Cote (18, H-0, F-18)

Joussard (14, H-0, F-14)

Keg River (4, H-0, F-4)

Kinuso (256, H-226, F-30)

LaCrete (608, H-0, F-608)

La Glace (239, H-212, F-27)

Little Smoky (86, H-0, F-86)

Manning (156, H-0, F-156)

Marie Reine (32, H-24, F-8)

McLennan (13, H-0, F-13)

Nampa (140, H-0, F-140)

North Star (26, H-0, F-26)

Notikewin (8, H-0, F-8)

Paddle Prairie (10, H-0, F-10)

Peace River (204, H-0, F-204)

Rycroft (459, H-345, F-114)

Sexsmith (1,064, H-880, F-184)

Silver Valley (107, H-67, F-40)

Spirit River (874, H-715, F-159)

St. Isidore (10, H-0, F-10)

Sunset House (119, H-0, F-119)

Tangent (95, H-32, F-63)

Valhalla Centre (35, H-0, F-35)

Valleyview (597, H-0, F-597)

Wanham (231, H-147, F-84)

Watino (5, H-0, F-5)

Wembley (304, H-170, F-134)

Whitelaw (29, H-0, F-29)

Woking (164, H-71, F-93)

Worsley (231, H-97, F-134)

Alberta Dealer Drop Off (428)

Bay Tree – 30 (Bay Tree General Store-30)

Beaverlodge – 48 (All Peace Realty – 3,

Big Country Equipment – 1, Cassidy Equipment Sales-5, Foster's Agri-World – 10, Foster's Seed & Feed – 5, Home Hardware – 12, Vold Jones & Vold – 10, Willowview Auctions – 2

Blueberry Creek – 5 (Blueberry General Store-5)

Cleardale Colony – 12 (Cleardale Colony – 12)

Eaglesham – 12 (Birch Hills Colony – 12)

Fairview – 28 (Kubota Country-14, Home

Hardware – 2, PrairieCoast equipment-8, UFA Retail-4)

Falher – 4 (Martin Deerline-3, SARDA-1)

Grande Prairie – 232 (Agriterra-3, AI's News-5, Carter, Lock & Horrigan-3, Douglas Lake Equipment-2, Foster's Seed & Feed-3, G.P. Feeder's Association-2, Home Hardware (100th St) – 12, Home Hardware (100th Ave) – 12, Keddies-25, Keddies Trailers -3, Northern Heating & Fireplaces – 2, PrairieCoast equipment-2, Ritchie Bros. Auctioneers-8, UFA

Home & Agro-150)

Grimshaw – 6 (Rocky Mountain Equipment-6)

Hythe – 8 (Emerson Trail Building Supplies-2, Tag's-6)

Peace River – 2 (Home Hardware – 2)

Rycroft – 6 (Prestville Farms – 2, Tag's-4)

Sexsmith – 10 (Grande Prairie Kubota-6, Sexsmith Used Farm Parts-4)

Spirit River – 5 (Dave Ross Equipment-5)

Wanham – 20 (Shady Lane Colony – 12, Codessa Colony-8)

BRITISH COLUMBIA – 3,895

Canada Post – 3,390 (Home – 2,141, Farm – 1,249)

Dealer Drop Off – 505

Canada Post Delivery

Altona (75, H-23, F-52)

Arras (19, H-0, F-19)

Baldonnell (205, H-197, F-8)

Buick (111, H-70, F-41)

Cecil Lake (258, H-166, F-92)

Charlie Lake (51, H-0, F-51)

Chetwynd (78, H-0, F-78)

Clayhurst (38, H-23, F-15)

Dawson Creek (752, H-559, F-193)

Fort Nelson (18, H-0, F-18)

Fort St. John (259, H-0, F-259)

Goodlow (72, H-72, F-0)

Groundbirch (158, H-128, F-30)

Hudson's Hope (20, H-0, F-20)

Montney (187, H-157, F-30)

North Pine (21, H-16, F-5)

Pink Mountain (56, H-46, F-10)

Pouce Coupe (35, H-0, F-35)

Prespartou (240, H-121, F-119)

Progress (70, H-62, F-8)

Rolla (100, H-76, F-24)

Rose Prairie (160, H-95, F-65)

Sunset Prairie (34, H-0, F-34)

Taylor (36, H-0, F-36)

Toad River (29, H-29, F-0)

Tomslake (190, H-185, F-5)

Wonowon (118, H-116, F-2)

British Columbia Dealer Drop Off (505)

Chetwynd - 50 (Pharmasave-50)

Dawson Creek -185 (Bill's News-50, Dawson Co-op Home & Agro - 100, Dawson Creek Vet Clinic-5, Douglas Lake Equipment-5, PrairieCoast equipment-5, Vold Jones Vold-20)

Farmington - 25 (Black Box-25)

Fort St. John – 175 (Alaska Highway News-150, Butler Farm Equipment-25)

Groundbirch - 50 (Roadhouse Cafe-50)

Rolla - 20 (Rolla Store-20)



The Northern Horizon is an agriculturally based community newspaper that has been distributed free of charge to northwestern Alberta and northeastern British Columbia since 1977. It delivers the area's best combination of agricultural and community news, along with grain, forage and cattle market bulletins and reports. The Northern Horizon is published bi-weekly and is distributed by a combination of Canada Post and carrier drop-offs to area retail outlets with all readers receiving their copies by Tuesday the week following publication.

> GENERAL INFORMATION

Circulation: 16,000

Technical Specifications & Mechanicals:

Page Depth: 180 agate lines, 176 lines after dateline

Number of columns: 6

Page Size: 9.448" (w) x 12.571" (h)

1 Col: 1.448" 4 Col: 6.247"

2 Col: 3.045" 5 Col: 7.848"

3 Col: 4.645" 6 Col: 9.448"

Format: Tabloid

Established: 1977 (bi-weekly) Fridays

25 Issues per year

Booking & Material Deadlines:

- Booking Deadline: 12 Noon, Wednesday, 1 week prior
- Material Deadline: 12 Noon, Friday, 1 week prior
- Classified Deadline: 9:00 a.m. (MST), Friday, 1 week prior

Printing Process: Web Offset

Halftone Screen: 85

Material Required: Repro Proofs

Supplied Ads:

High Resolution PDF

(200 dpi for grayscale, 300 dpi CMYK for colour)

Colour ad material cannot exceed 350dpi

All camera-ready advertisements should be prepared to the size indicated on this sheet

> CONTACT INFORMATION

Northern Publishing Ltd.

901 – 100th Avenue, Dawson Creek, BC V1G 1W2

Telephone: (250) 782-4888 – Fax: (250) 782-6300

Regional Manager:

William Julian, wj@ahnfjsj.ca

Sales Manager (AB Sales):

Dan Przybylski, (250) 784-4319, horizon@dcdn.ca

Sales Rep (BC Sales):

Janis Kmet, (250) 219-0369, jkmet@dcdn.ca

National Advertising Representative:

Nicole Palfy, npalfy@dcdn.ca

Classified Advertising Representative:

Nicole Palfy, classifieds@dcdn.ca

Accounting Office – GVIC Northern BC Divisions

505 – 4th Avenue, Prince George, BC V2L 3H2

Lisa Giesinger, Accounts Manager, lsmith@glaciermedia.ca

> RATES

ROP/CLASSIFIED DISPLAY/CAREERS/RECRUITMENT:

Black & White - \$1.60 NET per agate line

Full Process - \$2.17 NET per agate line

CLASSIFIED WORD ADS:

First 15 words are free of charge,

\$1.00 per word thereafter

PREMIUM RATE:

Guaranteed Position 25%

SUBSCRIPTION RATE:

CANADA - \$150.00 per year (includes G.S.T.)

2022-2023 Northern Horizon Rate Sheet (September 1, 2022)



NORTHERN HORIZON

NATIONAL LINE RATE (NET)				
Size	Columns	Agate Count	Total Lines	Mechanical Sizing Width x Height

\$1.60	
Effective Rate	Black \$1.25

\$2.17	
Effective Rate	Full \$1.80

Full Page	6	176	1056	9.4488" x 12.571"
				1 Issue
			5%	1 Month 2 Issues
			10%	2 Months 4 Issues
			15%	3 Months 6 Issues
				1 Year 25 Issues
				2nd & Subsequent Pages

\$1.600	\$1,689.60
\$1.250	\$1,320.00
\$1.140	\$1,203.84
\$1.080	\$1,140.48
\$1.020	\$1,077.12
	\$990.00
	\$550.00

\$2.170	\$2,291.52
\$1.800	\$1,900.80
\$1.660	\$1,752.96
\$1.580	\$1,668.48
\$1.490	\$1,573.44
	\$1,425.00
	\$775.00

1/2 Page	3	176	528	4.6457" x 12.571"
	4	132	528	6.2467" x 9.4285"
	6	87	522	9.4488" x 6.214"
				1 Issue
			5%	1 Month 2 Issues
			10%	2 Months 4 Issues
			15%	3 Months 6 Issues
				1 Year 25 Issues

\$660.00	
\$660.00	
\$652.50	
\$1.250	\$660.00
\$1.140	\$601.92
\$1.080	\$570.24
\$1.020	\$538.56
	\$495.00

\$950.40	
\$950.40	
\$939.60	
\$1.800	\$950.40
\$1.660	\$876.48
\$1.580	\$834.24
\$1.490	\$786.72
	\$725.00

1/4 Page	3	87	261	4.6457" X 6.214"
	4	66	264	6.2467" X 4.7142"
	6	44	264	9.4488" X 3.1428"
				1 Issue
			5%	1 Month 2 Issues
			10%	2 Months 4 Issues
			15%	3 Months 6 Issues
				1 Year 25 Issues

\$326.25	
\$330.00	
\$330.00	
\$1.250	\$326.25
\$1.140	\$297.54
\$1.080	\$281.88
\$1.020	\$266.22
	\$245.00

\$469.80	
\$475.20	
\$475.20	
\$1.800	\$469.80
\$1.660	\$433.26
\$1.580	\$412.38
\$1.490	\$388.89
	\$350.00

1/6 Page	2	88	176	3.04" x 6.2857"
	3	59	177	4.6457" x 4.2142"
	4	44	176	6.2467" x 3.1428"
				1 Issue
			5%	1 Month 2 Issues
			10%	2 Months 4 Issues
			15%	3 Months 6 Issues
				1 Year 25 Issues

\$220.00	
\$221.25	
\$220.00	
\$1.250	\$220.00
\$1.140	\$200.64
\$1.080	\$190.08
\$1.020	\$179.52
	\$165.00

\$316.80	
\$318.60	
\$316.80	
\$1.800	\$316.80
\$1.660	\$292.16
\$1.580	\$278.08
\$1.490	\$262.24
	\$240.00

1/8 Page	2	66	132	3.04" x 4.714"
	3	44	132	4.6457" x 3.142"
	4	33	132	6.2467" x 2.357"
				1 Issue
			5%	1 Month 2 Issues
			10%	2 Months 4 Issues
			15%	3 Months 6 Issues
				1 Year 25 Issues

\$165.00	
\$165.00	
\$165.00	
\$1.250	\$165.00
\$1.140	\$150.48
\$1.080	\$142.56
\$1.020	\$134.64
	\$125.00

\$237.60	
\$237.60	
\$237.60	
\$1.800	\$237.60
\$1.660	\$219.12
\$1.580	\$208.56
\$1.490	\$196.68
	\$180.00

Auction Houses (Non-Profit) - Line Rate				
1/4 Page - Vert	3	87	261	4.6457" x 6.214"
1/2 Page - Vert	3	176	528	4.6457" x 12.571"
1/2 Page - Hor	6	87	522	9.4488" x 6.214"
Full Page	6	176	1056	9.4488" x 12.571"

\$1.000	
\$261.00	
\$528.00	
\$522.00	
\$1,056.00	

\$1.380	
\$360.18	
\$728.64	
\$720.36	
\$1,457.28	

Issue	Publication Date	Booking Deadline	Material Deadline
46-01	Friday, January 20, 2023	Wednesday, January 11, 2023	Friday, January 13, 2023
46-02	Friday, February 3, 2023	Wednesday, January 25, 2023	Friday, January 27, 2023
February 3rd Issue Includes - SPECIAL SUPPLEMENT – PEACE COUNTRY BULL SALES – Vol. 1			
	Supplement Deadlines	Wednesday, January 18, 2023	Friday, January 20, 2023
46-03	Friday, February 17, 2023	Wednesday, February 8, 2023	Friday, February 10, 2023
46-04	Friday, March 3, 2023	Wednesday, February 22, 2023	Friday, February 24, 2023
March 3rd Issue Includes - SPECIAL SUPPLEMENT – PEACE COUNTRY BULL SALES – Vol. 2			
	and a 4-Page Centrespread for the Foster's PEACE COUNTRY CLASSIC AGRI-SHOW		
	Supplement Deadlines	Wednesday, February 15, 2023	Friday, February 17, 2023
46-05	Friday, March 17, 2023	Wednesday, March 8, 2023	Friday, March 10, 2023
46-06	Friday, March 31, 2023	Wednesday, March 22, 2023	Friday, March 24, 2023
46-07	Friday, April 14, 2023	Tuesday, April 4, 2023	Thursday, April 6, 2023
46-08	Friday, April 28, 2023	Wednesday, April 19, 2023	Friday, April 21, 2023
46-09	Friday, May 12, 2023	Wednesday, May 3, 2023	Friday, May 5, 2023
46-10	Friday, May 26, 2023	Wednesday, May 17, 2023	Friday, May 19, 2023
46-11	Friday, June 9, 2023	Wednesday, May 31, 2023	Friday, June 2, 2023
46-12	Friday, June 23, 2023	Wednesday, June 14, 2023	Friday, June 16, 2023
46-13	Friday, July 7, 2023	Wednesday, June 28, 2023	Friday, June 30, 2023
46-14	Friday, July 21, 2023	Wednesday, July 12, 2023	Friday, July 14, 2023
46-15	Friday, August 4, 2023	Wednesday, July 26, 2023	Friday, July 28, 2023
46-16	Friday, August 18, 2023	Wednesday, August 9, 2023	Friday, August 11, 2023
46-17	Friday, September 1, 2023	Wednesday, August 23, 2023	Friday, August 25, 2023
46-18	Friday, September 15, 2023	Wednesday, September 6, 2023	Friday, September 8, 2023
46-19	Friday, September 29, 2023	Wednesday, September 20, 2023	Friday, September 22, 2023
46-20	Friday, October 13, 2023	Wednesday, October 4, 2023	Friday, October 6, 2023
46-21	Friday, October 27, 2023	Wednesday, October 18, 2023	Friday, October 20, 2023
46-22	Friday, November 10, 2023	Wednesday, November 1, 2023	Friday, November 3, 2023
46-23	Friday, November 24, 2023	Wednesday, November 15, 2023	Friday, November 17, 2023
46-24	Friday, December 8, 2023	Wednesday, November 29, 2023	Friday, December 1, 2023
46-25	Friday, December 22, 2023	Wednesday, December 13, 2023	Friday, December 15, 2023
INDICATES A PUBLICATION DATE AFFECTED BY STATUTORY HOLIDAY			

2022-2023 Cattle Ad Pricing (Sept 1, 2022)



PEACE COUNTRY CATTLE DIRECTORY

Ranch Listing **\$100.00 + \$5.00 GST = \$105.00**

- Includes ranch name, owners' names, and main contact number
- Insertion at any time of the year – ends with last issue of the year

Cattle Card (Single) - 3.04" wide x 2.0" high

One Year (25 issues)	\$32.00 + \$1.60 GST = \$33.60/issue	\$800.00 + \$40.00 GST = \$840.00/yr
9 Months (18 issues)	\$37.00 + \$1.85 GST = \$38.85/issue	
6 Months (12 issues)	\$42.00 + \$2.10 GST = \$44.10/issue	
3 Months (6 issues)	\$47.00 + \$2.35 GST = \$49.35/issue	

Cattle Card (Double) - 3.04" wide x 4.0" high

One Year (25 issues)	\$64.00 + \$3.20 GST = \$67.20/issue	\$1,600.00 + \$80.00 GST = \$1,680.00/yr
9 Months (18 issues)	\$74.00 + \$3.70 GST = \$77.70/issue	
6 Months (12 issues)	\$84.00 + \$4.20 GST = \$88.20/issue	
3 Months (6 issues)	\$94.00 + \$4.70 GST = \$98.70/issue	

PEACE COUNTRY BULL SALE PRICING

2023 Peace Country Bull Sale Supplement Issue dates

Volume 1 – February 3, 2023 | Volume 2 – March 3, 2023

Full Page (9.45" wide x 12.57" high)

1st Ad	\$800.00 + \$40.00 GST = \$840.00
2nd Ad	\$625.00 + \$31.25 GST = \$656.25
3rd & Add	\$550.00 + \$27.50 GST = \$577.50

Half Page (Vertical – 4.65" wide x 12.57" high · Horizontal – 9.45" wide x 6.21" high)

1st Ad	\$450.00 + \$22.50 GST = \$472.50
2nd Ad	\$350.00 + \$17.50 GST = \$367.50
3rd & Add	\$300.00 + \$15.00 GST = \$315.00

Quarter (Vertical – 4.65" wide x 6.21" high · Horizontal – 9.45" wide x 3.14" high)

1st Ad	\$275.00 + \$13.75 GST = \$288.75
2nd Ad	\$215.00 + \$10.75 GST = \$225.75
3rd & Add	\$180.00 + \$9.00 GST = \$189.00

Eighth Page (4.65" wide x 3.14" high)

1st Ad	\$150.00 + \$7.50 GST = \$157.50
2nd Ad	\$120.00 + \$6.00 GST = \$126.00
3rd & Add	\$105.00 + \$5.25 GST = \$110.25

- Above prices are for full colour and include composing (for Black & White pricing; deduct 20%)
- Ads can be booked into any combination of regular issues or Bull Sale Supplements

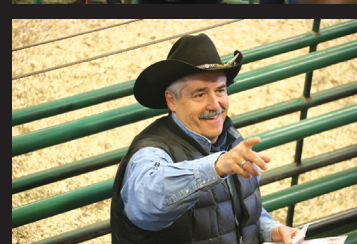
**CALL US TO BOOK
YOUR 2022
BULL SALE
PROGRAM TODAY!**



In Alberta?
Call Dan Przybylski
(office) 250.782.4888 ext 114
(cell) 250.784.4319
(email) horizon@dcdn.ca



In B.C.?
Call Janis Kmet
(office) 250.782.4888 ext 104
(cell) 250.219.0369
(email) jkmet@dcdn.ca





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Phone (250) 782-4888 • Fax (250) 782-6300 • Email horizon@dcdn.ca

Dan Przybylski (Sales Manager)

250.784.4319 • horizon@dcdn.ca

Janis Kmet (BC Sales)

250.219.0369 • jkmet@dcdn.ca

Nicole Palfy (Circulation & Classifieds)

250.782.4888 • circulation@dcdn.ca • classifieds@dcdn.ca

Lisa Giesinger (Accounts Manager)

250.960.2771 • lsmith@glaciermedia.ca