



WWW.ALASKAHIGHWAYNEWS.CA

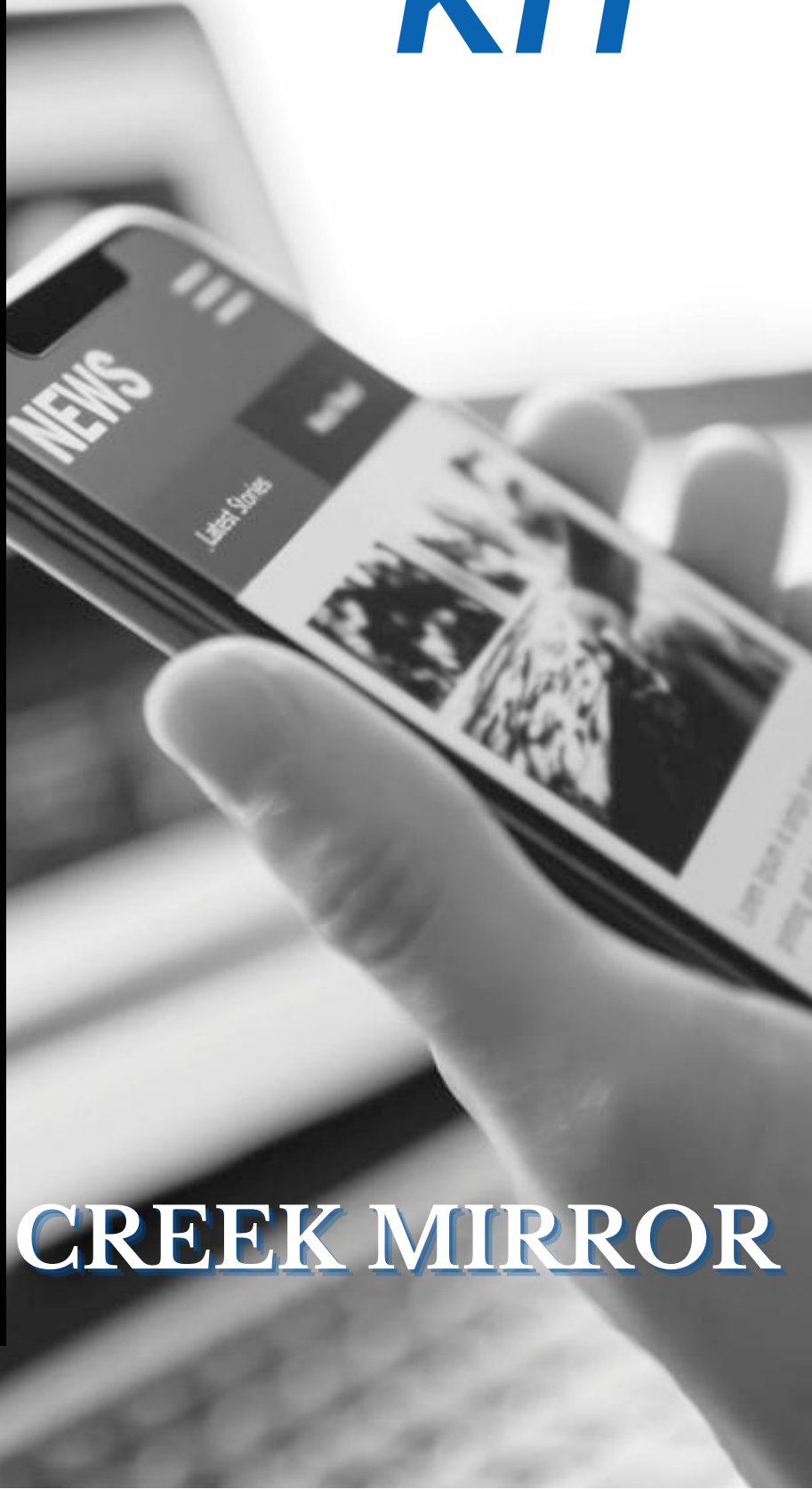
1-250-782-4888

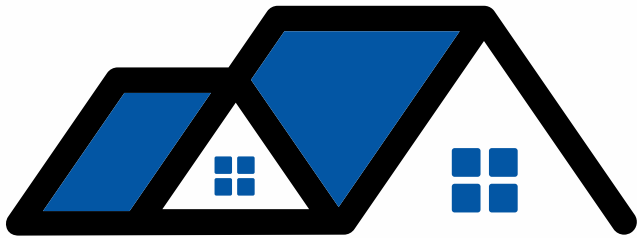
DAWSON CREEK BC, V1G 1W2

2023

DAWSON CREEK MIRROR

MEDIA KIT





8,000 copies of our
free Thursday edition



Over **360,000**
average pageviews a month
Over **115,000**
new users per month
on average



Over **20,000** Weekly
Print Readers

WE ARE SOCIAL!

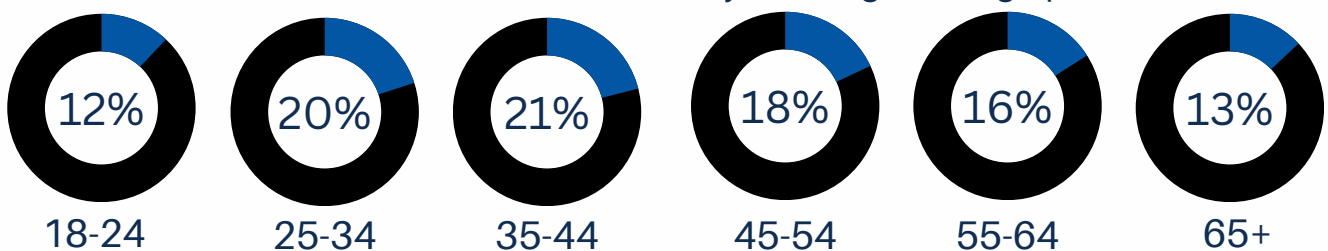


SOCIAL MEDIA FOLLOWERS
COMBINED ON ALL NETWORKS

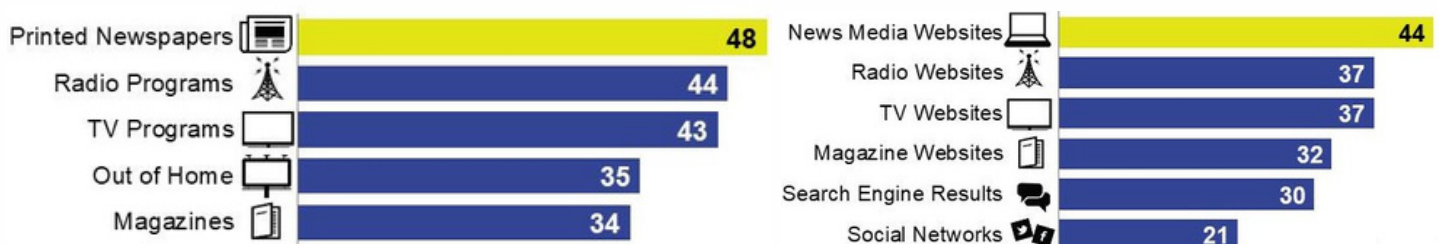
8,000+

Age Demographic of Our Readers

75% of our readers fall into the key 25-65 age demographic



Community Media Newspaper/Website Advertising is the Most Trusted



News Media Canada
Médias d'Info Canada

Totum Research, Canadians 18+; December 2021.
Out of Home includes billboards, transit shelters, and other outdoor sites.
% Trust Ads Completely/Somewhat

THE DAWSON CREEK

MIRROR

901 100 Ave, Dawson Creek BC

250-782-4888

alaskahighwaynews.ca



PUBLISHED EVERY THURSDAY IN PRINT AND SEVEN DAYS A WEEK ONLINE

DISPLAY ADVERTISING RATES

*FRONT PAGE AD LAYOUT
A: 2 COL X 35 (2.5" X 2.5") \$500.00
B: 2 COL X 98 (1.7788" X 7.00") \$500.00
C: 10 COLUMNS X 42 (9.4488" X 3.00") \$800.00

FULL PAGE
10 COLUMNS X 176 (9.4488" X 12.57") \$1988.80 BW \$2499.20 4C

1/2 PAGE HORIZONTAL
10 COLUMNS X 87 (9.4488" X 6.29") \$983.10 BW \$1483.10 4C

1/2 PAGE VERTICAL
5 COLUMNS X 176 (4.6544" X 12.57") \$994.40 BW \$1494.40 4C

1/3 PAGE
10 COLUMNS X 58 (9.4488" X 4.14") \$655.40 BW \$1155.40 4C

Guaranteed Placement
+25% Surcharge

1/4 PAGE HORIZONTAL
10 COLUMNS X 50 (9.4488" X 3.64") \$565.00 BW \$1065.00 4C

1/4 PAGE VERTICAL
5 COLUMNS X 87 (4.6544" X 6.29") \$491.55 BW \$991.55 4C

1/8 PAGE
5 COLUMNS X 50 (4.6544" X 3.64") \$282.50 BW \$782.50 4C

BUS CARD
3 COLUMNS X 28 (2.7366" X 2.00") \$94.92 BW • \$594.92 4C
BANNER
10 COLUMNS X 30 (9.4488" X 2.14") \$339.00 BW • \$839.00 4C

1/12 PAGE
2 COLUMNS X 87 (1.7778" X 6.29") OR 5 COLUMNS X 35 (4.6544" X 2.5") \$197.75 BW \$697.75 4C

Booking Deadline:

Thursday 12 Noon

Material Deadline:

Thursday 12 Noon

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 or an .idml (indesign)

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.

To post files to The Mirror's FTP site, all users require FTP software.

The login information will be provided with booking confirmation.

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:	0.8189"
2 col:	1.7778"
3 col:	2.7366"
4 col:	3.6955"
5 col:	4.6544"
6 col:	5.6133"
7 col:	6.5722"
8 col:	7.5311"
9 col:	8.4899"
10 col:	9.4488"

MINIMUM & MAXIMUM REQUIREMENT:

Full Depth/Column: 176 Lines
FPage: 1760L DBL Truck: 3520L

*Ads over 160 agate lines charged as a full column.

Area Distribution:

Dawson Creek	6044
DC Rural Routes	421
Chetwynd	500
Pouce Coupe	360
Bonanza	60
Arras	180
Tomslake	90
Baytree	60
Groundbirch	80
Rolla	100
Farmington	65
Progress	40

Total: 8000

Classified/Career Rate

\$1.13 per agate line – BW

\$1.42 per agate line – 4C

\$15.00 surcharge per campaign

Classified Box Charge:

Reply Box: \$20.00

Inserts

Delivered to your doorstep

Reach 8000 homes and businesses in Dawson Creek and surrounding area.

Deadline: Monday, 4 Days previous

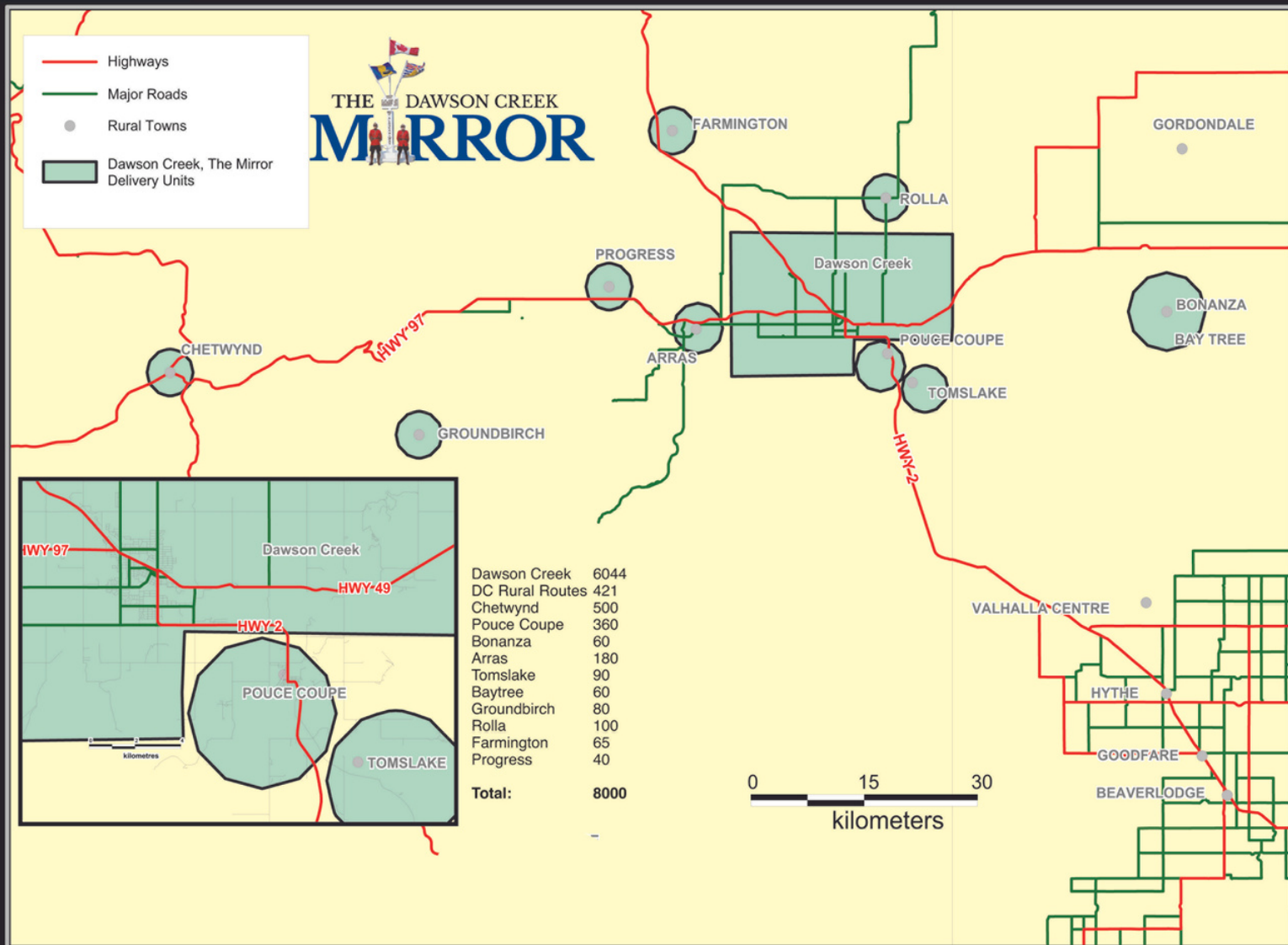
Under 75g Insertion/1000: \$90.00 (Net)

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

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



DISTRIBUTION MAP



DEADLINES AND DISCOUNTS

Position Charges: Guaranteed positions will be charged an extra 25%. All guaranteed paid positions are subject to confirmation and deadline.

Charitable Rates: The discount for charitable non-profit organizations is 50%. Charitable nonprofit registration number is required.

Rates: To qualify for a discounted contract rate, the advertiser must complete and sign an advertising agreement.

Political Advertising: All political campaign advertising is sold at open rate and must be pre-paid.

Invoicing: Until you have established credit with our accounting department, pre-payment for all advertising is required. For established customers payment in full is required within 30 days of the invoice date. The Tax will be calculated at time of billing. The advertiser agrees to pay interest on overdue accounts at a rate of 2% (24% per annum).

Adjustment of Rates: The Publisher reserves the right to revise any rates stipulated herein at any time upon 30 days notice to the advertiser: reserving to the advertiser the right to cancel their contract on the date the new rates become effective.

Identification of Advertiser: All display advertising must carry a 'signature' of the party inserting same.

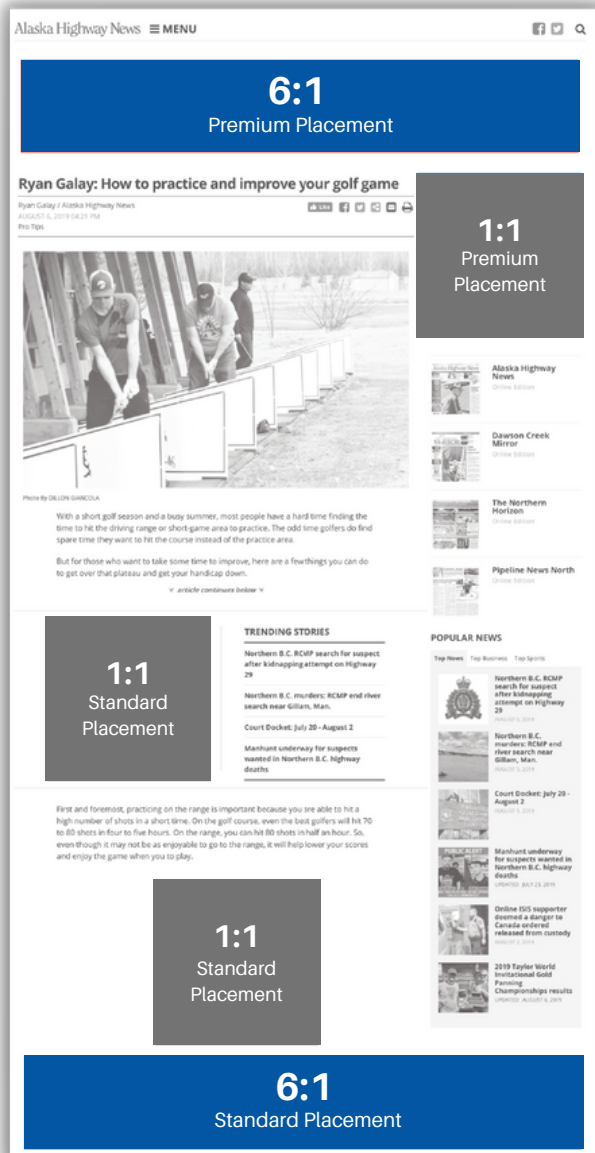
Deadlines: Allow 7 working days prior to publication date for reserving space and 6 working days prior to publication date for shipping of ad material. Any ads which require typesetting must be submitted at time of space reservation. Allow one additional day on weeks with statutory holidays. For more accurate deadlines, please contact your account manager.

Cancellations: Display advertisements cancelled after deadlines may be subject to charge. The Publisher reserves the right to cancel credit privileges for outstanding unpaid accounts.

Revisions: The Publisher reserves the right to charge the advertiser for any revisions to original copy, layout, artwork, photographs, or any other elements of the advertisement that were not included in the original instructions.

Omission and Error: The Publisher does not guarantee the insertion of any particular advertisement on a specified date, or at all, although every effort will be made to meet the wishes of the advertisers: further, the Publisher does not accept liability for any loss or damage caused by an error or inaccuracy in the printing of an advertisement in which the error occurred. The newspaper cannot be responsible for errors after the first day of publication of any advertisement. Notice of errors must be called to the attention of the appropriate advertising department immediately. The Publisher does not accept liability for loss or damage to flyers (inserts) caused by fire, theft, vandalism or act of God beyond the cost which may have been incurred in the production and printing of the specific flyers involved. Advertiser contracts to indemnify Dawson Creek Mirror against any claim brought as a result of the placement of their advertisement, including an action in defamation.

DIGITAL DISPLAY ADVERTISING



Premium Sizes (3:1, 1:2)
Premium Placement
 Leaderboard, Big Box + Mini Mobile Banner

\$30 CMP

Standard Sizes (6:1, 1:1)
Premium Placement
 Leaderboard, Big Box + Mini Mobile Banner

\$25 CPM

Standard Sizes (6:1, 1:1)
All Placements
 Leaderboard, Big Box + Mini Mobile Banner

\$20 CPM

Persistent Mobile Banner

\$30 CPM

Wallpaper

\$30 CPM

Page Takeover Views
 Includes Wallpaper + Mini Mobile Banner

\$75
 per 1000 pageviews

NEWSLETTER DISPLAY ADVERTISING

Get in front of an active and engaged audience

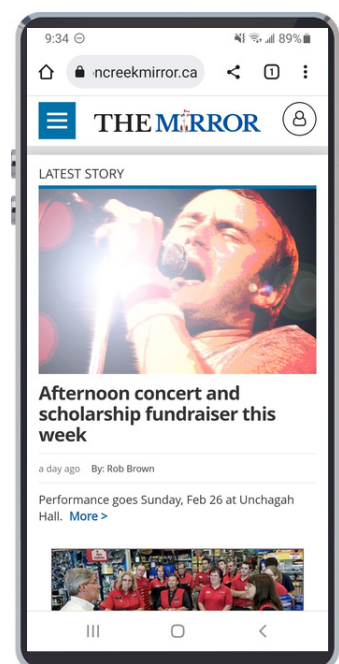
Newsletter ads are an effective way to position your ad messages. Glacier Media email newsletter subscribers are opted-in to their favourite news brands. With email open rates being significantly higher than display ads, this is a highly active and effective means of digital reach.

47%
 Average
 open rate

1,146 Subscribers
5 times a week

\$200
 per week

Ad unit spec: 970x250px static JPG
 *300x250px for some newsletters



901 100 Ave, Dawson Creek BC | 250-782-4888 | alaskahighwaynews.ca

PROGRAMMATIC

Reach your audience with relevant ad messages when they're actively looking on desktops, laptops, tablets, and smartphones.

Search Targeting

Puts your message in front of people who are actively searching for your products & services. As users perform searches across the web, we collect that data and add the users to a custom audience group that we target with your ads.

Site Retargeting

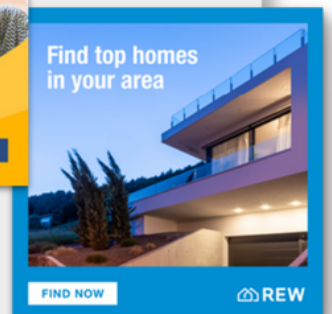
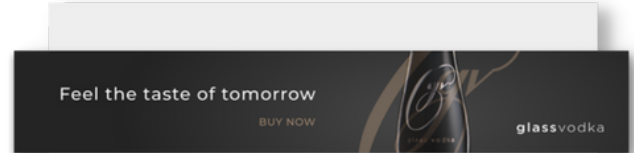
Puts your ad in front of people who already know you. Users visit your website but 97% of site visitors will leave without taking any action. We bring them back by showing your ad while users browse the internet and remind them of your brand and to come back when they are ready to buy.

Contextual Targeting

Puts your ad in front of people viewing content relevant to what you offer.

As users browse the web – consuming content – we collect data associated with that content. Based on the keywords and the category, we show your ad to those who are reading about topics relevant to your products and services.

Connect with one of our account managers for more information.



SPONSORED CONTENT

Content marketing, branded content, sponsored content.

There's a reason there are a variety of ways it's referred to, and all of them buzzworthy. Sponsored content has come a long way since the days of advertorial.

Sponsored can be crafted to meet the following objectives:

- Tell your brand's story
- Share time-driven initiatives
- Boost sales
- Provide 'how-to' guides (considering Google search for this format)

Your sponsored article can be written as an editorial narrative, in an interview style, as an interactive or a listicle. Sponsored can also be an effective element in an integrated marketing campaign.

Premium sponsored content leverages the trust of the media brand for advertiser benefit. This means that the content meets Canadian Press guidelines to ensure the story is reflective of journalistic standards. Any submitted content will be reviewed and edited to achieve this, or we can assign one of our journalists to tell your story.

account managers for more information.



PLEASE CONTACT US:

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