

# MEDIA KIT

PRINCE GEORGE

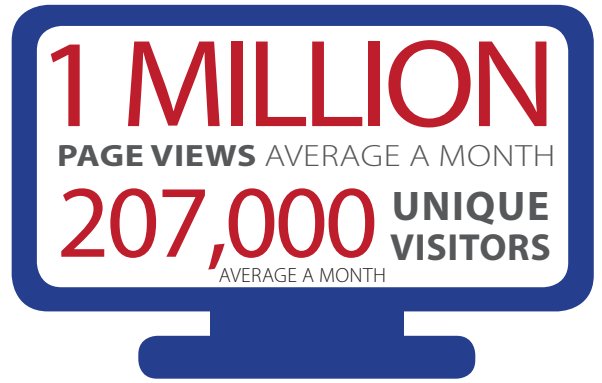
# Citizen



**PGCITIZEN.CA**



ON  
THE  
WEB



WE ARE **SOCIAL**



**SOCIAL MEDIA FOLLOWERS**  
combined followers on social networks

**19,000+**

**40,000**  
**WEEKLY PRINT**  
READERS

WE ARE  
**REGIONAL**  
**20,000**

regional  
homes  
reached

with our quarterly  
publication



## CLASSIFIED RATES

**PUBLISHES EVERY THURSDAY IN THE CITIZEN**

### CLASSIFIED WORD ADS

First 15 words \$10 (\$1/word thereafter)  
Legals / Careers / Display \$2.20 /LINE

Colour \$150 (Spot) \$500 (Full)  
Borders \$5  
Bold \$2

Charitable Organizations /  
Service Clubs / Celebration Rate Less 25%  
Funerals and Memorials \$1.70 /LINE  
Legacy.com online services \$25.00  
Legacy Display Leaderboard \$300.00

1 COL	1.265"
2 COL	2.7"
3 COL	4.135"
4 COL	5.57"
5 COL	7.005"
6 COL	8.44"
7 COL	9.875"

**Max Width: 9.875"**  
**Max Height: 12.00"**  
(168 Lines)



# MODULAR AD SIZES

THE CITIZEN PUBLISHES EVERY THURSDAY

**BOOKING DEADLINE:**

**1 Week prior to publishing date**

**COLOUR: 10% OF AD SPACE COST**

DOUBLE PAGE SPREAD



20.625" wide x 12.00" high  
(Booking Size: 12 x 168)

**\$4,995**

FULL PAGE



9.875" wide x 12.00" high  
(Booking Size: 6 x 168)

**\$2,750**

2/3 PAGE



9.875" wide x 8.00" high  
(Booking Size: 6 x 111)

**\$1,995**

1/2 PAGE VERTICAL



4.8542" wide x 12.00" high  
(Booking Size: 3 x 168)

**\$1,495**

1/2 PAGE HORIZONTAL



9.875" wide x 6.00" high  
(Booking Size: 6 x 84)

**\$1,495**

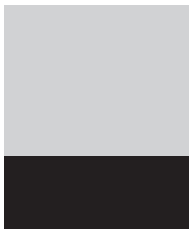
1/3 PAGE VERTICAL



3.181" wide x 12.00" high  
(Booking Size: 2 x 168)

**\$995**

1/3 PAGE HORIZONTAL



9.8751" wide x 4.00" high  
(Booking Size: 6 x 56)

**\$995**

1/4 PAGE VERTICAL



4.854" wide x 6.00" high  
(Booking Size: 3 x 84)

**\$795**

1/4 PAGE HORIZONTAL



9.875" wide x 3.00" high  
(Booking Size: 6 x 42)

**\$795**

1/8 PAGE



4.854" wide x 3.00" high  
(Booking Size: 3 x 42)

**\$495**

1/16 PAGE



3.181" wide x 2.25" high  
(Booking Size: 2 x 31)

**\$295**

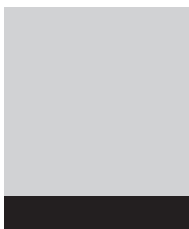
EARLUG



4.8542" wide x 1" high  
(Booking Size: 3 x 14)

**\$195**

BANNER



9.875" wide x 2" high  
(Booking Size: 6 x 28)

**\$495**

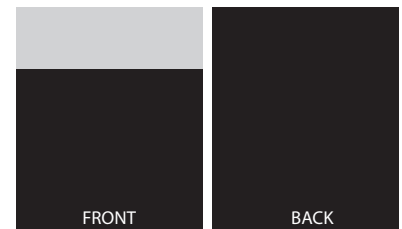
FRONT PAGE POST-IT



2.5" wide x 2.5" high  
(Booking Size: 2 x 35)

**\$350**

4 PAGE WRAP



Front: 9.875" wide x 8.75" high  
Back: 9.875" wide x 12.00" high  
Newsprint

**\$5,495**

*\*Requires 2 weeks notice*

**Volume discounts available upon request for quote.**

Rates do not include gst.

HELPING YOUR BUSINESS THRIVE IN A DIGITAL WORLD!

## SHARE OF VOICE 20

**A** Leader Board Package  
\$895/month

**B** Big Box Package  
\$695/month

**C** Middle Block  
\$495/month

Landing Pages starting at \$395  
Website Design starting at \$1,995  
Video starting at \$1,495  
Programmatic starting at \$650  
SEM starting at \$750  
Social Media starting at \$350  
SEO starting at \$750  
Wallpaper \$200 / 24hrs (min. 4 days)  
Standout Package \$750 includes the following 10,000 impressions + 1/4 page ad in the Citizen

PRINCE GEORGE **Citizen** MENU

**A** Above The Fold

Two more Foodie Fridays on calendar

Prince George Citizen  
SEPTEMBER 12, 2019 02:14 PM

Like Facebook Twitter Messenger Print

**B** Above The Fold

**C** Middle Page Unit

**TRENDING STORIES**

- Sentence issued for drunk driving
- Stolen property recovered from rural acreage
- Refinery's large flare was due to power outage
- Rollover kills passenger

**A** Below The Fold

**B** Below The Fold

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus interdum urna elit, lobortis faucibus lectus tristique id. Nullam fermenti.

Nulla vel libero odio. Etiam id luctus felis, sit amet elementum nunc. Donec diam dui, lobortis mattis pulvinar pellentesque, mollis vel nulla. Sed nulla quam, rutrum maximus neque non, viverra hendrerit nibh. Suspendisse te.

As aliquam quis odio nec condimentum.

Integer fringilla magna eget erat viverra aliquet. Mauris vitae cursus quam. Praesent sit amet

City Matters  
Your City Matters - City of Prince George

97/16  
Prince George's Weekly News

Pick up the 97/16 and Flyers  
Click here to see where you can pick up a copy of the Citizen.

Seniors Safety  
2019

Industry & Trade  
Summer 2019

Downtown PG  
Your Guide to Prince George

GATEWAY TO THE NORTH  
August 2019

POPULAR CITIZEN

You Might Like Most Read Most Recent

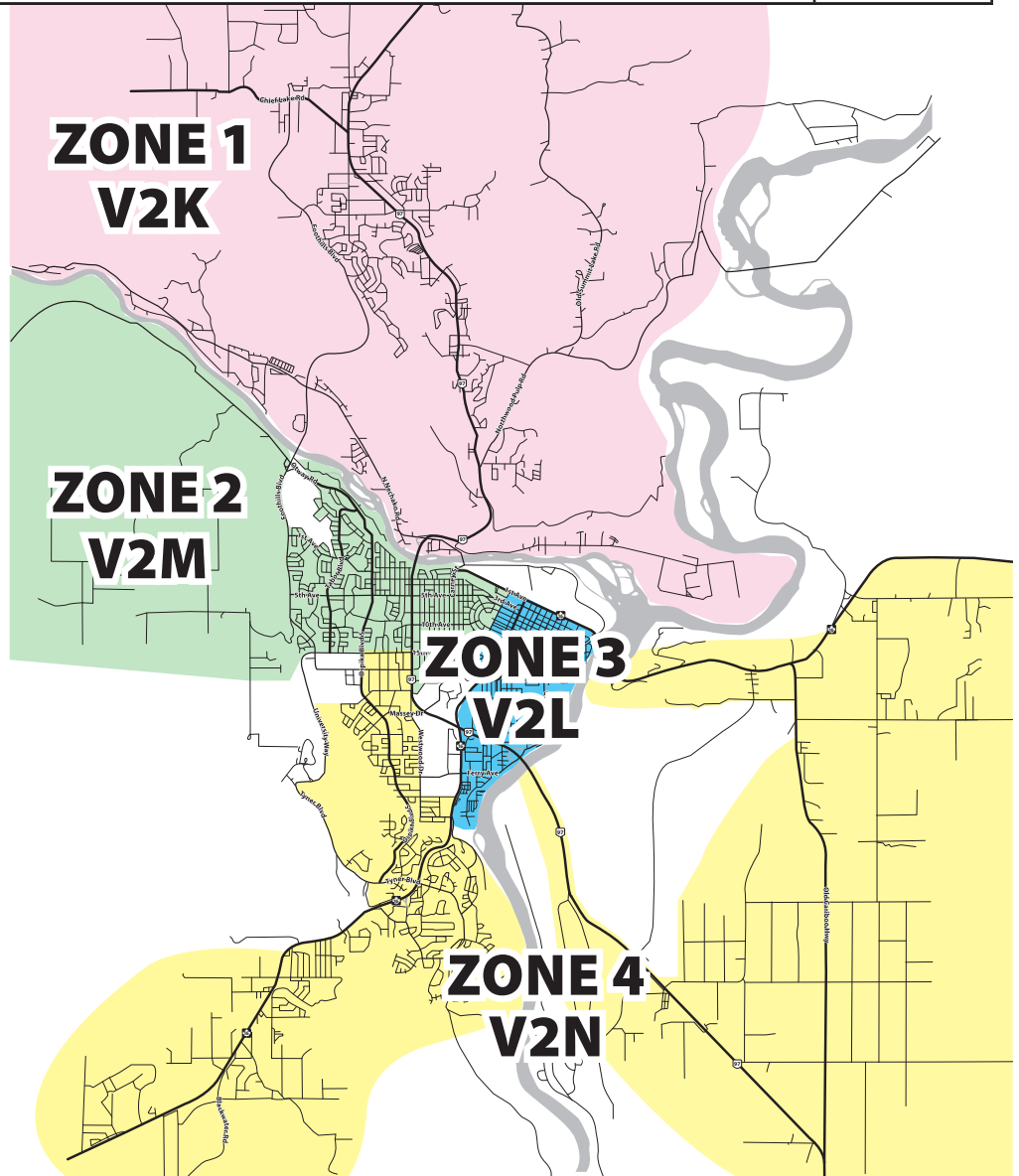
Court docket:  
August 26-30, 2019  
SEPTEMBER 5, 2019

What else came home with my baby  
SEPTEMBER 5, 2019



# FLYER DISTRIBUTION

POSTAL CODE	ZONE	DESCRIPTION	TOTAL
V2K	1 North	PG North - Including Northwood/North Hart/Old Summit Lake/North Nechako/Chief Lake	3,688
V2M	2 West	Quinson/Heritage/Sterling Estates/DP Todd/Spruceland/Lakewood/Foothills/Central Fort George/Harwin/Seymour/Duchess Park/Cranbrook Hill/Miworth	4,918
V2L	3 Central	Connaught/Millar Edition/Ft George Park/Van Bien/Upland/S Ft George/Downtown Businesses and Office Copies	2,539
V2N	4 South	Pine Centre/Westwood/Costco/Starlane/Charella/College Heights/Western Acres/Beaverly/Westgate/Parkridge Heights/Buckhorn/Pineview	6,355
<b>TOTAL DISTRIBUTION</b>			<b>17,500</b>



**FLYERS ARE  
DISTRIBUTED  
VIA THE  
CITIZEN  
EVERY  
THURSDAY**

# FLYER DISTRIBUTION

## We Deliver Flyers!

**Here's a list of some of our regular customers that trust us with their business:**

### DEPARTMENT & MAJOR CHAIN STORES

Andres Electronics  
Ashley Homestore  
Best Buy  
Bi-Rite  
Canadian Tire  
Carter/Oshkosh  
City Furniture  
JYSK  
Michael's  
Mark's Work Wearhouse  
RK Furniture  
Staples/Business Depot  
The Bay  
The Brick  
The Source by Circuit City  
Visions Electronics  
Wal-mart

### GROCERY STORES

Real Canadian Superstore  
Save On Foods

### HOME RENOVATIONS/SUPPLIES

Carpet Doctor  
Du Lux  
Fenron Carpet Cleaning  
Home Building Centre

Home Depot  
Home Hardware  
Pro Vac  
Rona  
Windsor Plywood

### TRAVEL/OUTDOOR/HEALTH

Alive Health  
Atmosphere  
Ave Maria  
Flora Manufacturing  
IDA Pharmacy  
London Drugs  
Shoppers Drug Mart  
Sport Chek

### EDUCATION

College of New Caledonia

### JEWELLERY & BEAUTY

Ann Louise  
Carters Jewellers  
Michael Hill Jewellers  
People's Jewellers

### AUTOMOTIVE

UAP Napa Automotive

### PETS

Bosley's Pet Food  
Petland  
Petsmart  
Total Pet

### MISCELLANEOUS

Bentley  
City of Prince George  
Easy Home  
Festival of Trees  
Halloween Alley  
Husqvarna  
Liquor Depot  
Party City  
Real Estate Showcase  
Sleep Country  
Soft Moc

### Minimum/Maximum Sizes

**Flyer minimum size:** 6.5" x 6"  
**Flyer maximum size:** 10.5" x 12.5"  
**Minimum paper weight:** Min. 80 lb. bond  
**Minimum thickness:** .0065"

### Flyer Rates

Up to 75g: THUR \$90/1,000  
Minimum 1 Zone

### Overweight Flyers/Catalogues

(Over 75g)

Over 75-200 grams- \$125/1,000  
Over 200 grams \$350/1000

Quotes available for flyers/catalogues over 300 grams, those requiring special handling (eg. top loads or those not meeting minimum/maximum specifications), or specialty publications. Please call the Citizen for any overweight bookings. Poly bags quoted upon request.

### Receiving

Regular flyers must be received five working days prior to distribution.

Distribution date subject to availability and must be confirmed by the Director of Advertising.

Warehouse:

#### Quality Insertions

3355 Grandview Hwy, Vancouver, BC  
V5M 1Z5

### General Information

- The publisher reserves the right to increase the rate stipulated herein on any contract at any time upon notice in writing. The advertiser reserves the right to cancel the contract at any date upon which a higher rate than that contained herein is made effective by the publisher.
- The advertiser agrees that the publisher shall not be liable for damages arising out of errors in advertisements beyond the amount charged for the space actually occupied by the portion of the advertisements in which the error occurred, whether such error is due to negligence of its employees or otherwise...and there shall be no liability for non-insertion of any advertisement.
- The publisher reserves the right to add the word "Advertisement" to any and all advertisements.
- Advertisements containing more than one firm's name may be charged at the casual rate.
- The advertiser agrees to indemnify the publisher against claims arising from publication of any advertisement submitted by the advertiser.
- The Publisher reserves the right to refuse any advertising.