PRINCE GEORGE

Citizen

A DIVISION OF
GLACIER
MEDIA GROUP

PGCITIZEN.CA
17,500 copies of our free Thursday edition

ON THE WEB

1MILLION
PAGE VIEWS AVERAGE A MONTH

207,000 UNIQUE VISITORS AVERAGE A MONTH

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 10% of Ad Space Cost
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

<table>
<thead>
<tr>
<th>Type</th>
<th>Width</th>
<th>Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 COL</td>
<td>1.265&quot;</td>
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</tr>
<tr>
<td>2 COL</td>
<td>2.7&quot;</td>
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<tr>
<td>3 COL</td>
<td>4.135&quot;</td>
<td></td>
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<tr>
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<td>7.005&quot;</td>
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<tr>
<td>6 COL</td>
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<tr>
<td>7 COL</td>
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<td></td>
</tr>
</tbody>
</table>

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**

<table>
<thead>
<tr>
<th>AD TYPE</th>
<th>Dimensions</th>
<th>Booking Size</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>DOUBLE PAGE SPREAD</td>
<td>20.625&quot; wide x 12.00&quot; high</td>
<td>12 x 168</td>
<td>$4,995</td>
</tr>
<tr>
<td>FULL PAGE</td>
<td>9.875&quot; wide x 12.00&quot; high</td>
<td>6 x 168</td>
<td>$2,750</td>
</tr>
<tr>
<td>2/3 PAGE</td>
<td>9.875&quot; wide x 8.00&quot; high</td>
<td>6 x 111</td>
<td>$1,995</td>
</tr>
<tr>
<td>1/2 PAGE VERTICAL</td>
<td>4.8542&quot; wide x 12.00&quot; high</td>
<td>3 x 168</td>
<td>$1,495</td>
</tr>
<tr>
<td>1/2 PAGE HORIZONTAL</td>
<td>9.875&quot; wide x 6.00&quot; high</td>
<td>6 x 84</td>
<td>$1,495</td>
</tr>
<tr>
<td>1/3 PAGE VERTICAL</td>
<td>3.181&quot; wide x 12.00&quot; high</td>
<td>2 x 168</td>
<td>$995</td>
</tr>
<tr>
<td>1/3 PAGE HORIZONTAL</td>
<td>9.8751&quot; wide x 4.00&quot; high</td>
<td>6 x 56</td>
<td>$995</td>
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<tr>
<td>1/4 PAGE VERTICAL</td>
<td>4.854&quot; wide x 6.00&quot; high</td>
<td>3 x 84</td>
<td>$795</td>
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<tr>
<td>1/4 PAGE HORIZONTAL</td>
<td>9.875&quot; wide x 3.00&quot; high</td>
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<td>$495</td>
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<tr>
<td>1/16 PAGE</td>
<td>3.181&quot; wide x 2.25&quot; high</td>
<td>2 x 31</td>
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<td>EARLUG</td>
<td>4.8542&quot; wide x 1&quot; high</td>
<td>3 x 14</td>
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<tr>
<td>BANNER</td>
<td>9.875&quot; wide x 2&quot; high</td>
<td>6 x 28</td>
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<tr>
<td>FRONT PAGE POST-IT</td>
<td>2.5&quot; wide x 2.5&quot; high</td>
<td>2 x 35</td>
<td>$350</td>
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<td>FRONT PAGE TOP BANNER</td>
<td>9.875&quot; wide x 1.07&quot; high</td>
<td>6 x 15</td>
<td>$500</td>
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<tr>
<td>POP-UP TOP BANNER</td>
<td>9.875&quot; wide x 1&quot; high</td>
<td>6 x 14</td>
<td>$595</td>
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</tbody>
</table>

**4 PAGE WRAP**

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

**Rates do not include gst.**

*Volume discounts available upon request for quote.*

*Requires 2 weeks notice*
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 $488
Website Design starting at $2,000
Programmatic starting at $900
SEM starting at $388
Social Media starting at $548
SEO starting at $750
Wallpaper (Page Takeover) $75 CPM

Standout Package $450 includes the following
10,000 impressions + 1/4 page ad in the Citizen

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

Nulla velit 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 tincidunt.

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

<table>
<thead>
<tr>
<th>POSTAL CODE</th>
<th>ZONE</th>
<th>DESCRIPTION</th>
<th>TOTAL</th>
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</thead>
<tbody>
<tr>
<td>V2K</td>
<td>1</td>
<td>North</td>
<td>3,688</td>
</tr>
<tr>
<td>V2M</td>
<td>2</td>
<td>West</td>
<td>4,918</td>
</tr>
<tr>
<td>V2L</td>
<td>3</td>
<td>Central</td>
<td>2,539</td>
</tr>
<tr>
<td>V2N</td>
<td>4</td>
<td>South</td>
<td>6,355</td>
</tr>
</tbody>
</table>

**TOTAL DISTRIBUTION**

17,500

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

TRAVEL/OUTDOOR/ HEALTH
- Alive Health
- Atmosphere
- Ave Maria
- Flora Manufacturing
- IDA Pharmacy
- London Drugs
- Shoppers Drug Mart
- Sport Chek

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: $90/1,000
- Minimum 1 Zone

Overweight Flyers/Catalogues
- 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.

Minimum/Maximum Sizes

<table>
<thead>
<tr>
<th>Feature</th>
<th>Measurement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flyer minimum size</td>
<td>6.5” x 6”</td>
</tr>
<tr>
<td>Flyer maximum size</td>
<td>10.5” x 12.5”</td>
</tr>
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