

MEDIA KIT

PRINCE GEORGE

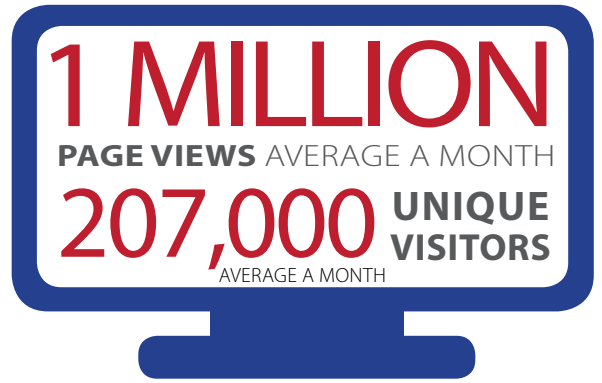
Citizen



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 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

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

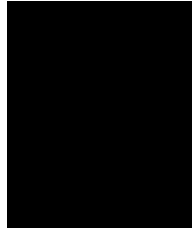
DOUBLE PAGE SPREAD



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

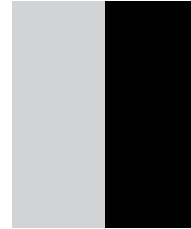
2/3 PAGE



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

\$1,995

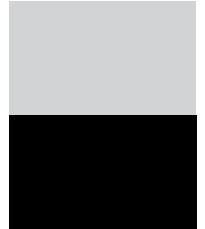
1/2 PAGE VERTICAL



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

\$1,495

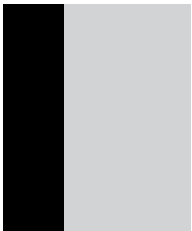
1/2 PAGE HORIZONTAL



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

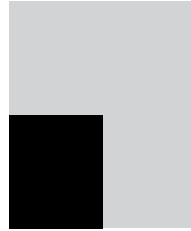
1/3 PAGE HORIZONTAL



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

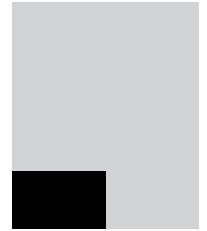
1/4 PAGE HORIZONTAL



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

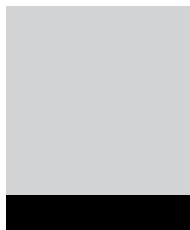
EARLUG



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

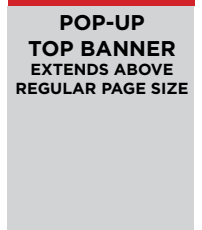
FRONT PAGE
TOP BANNER



9.875" wide x 1.07" high
(Booking Size: 6 x 15)

\$500

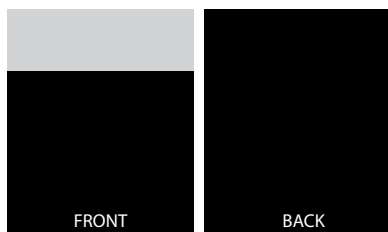
POP-UP
TOP BANNER
EXTENDS ABOVE
REGULAR PAGE SIZE



9.875" wide x 1" high
(Booking Size: 6 x 14)

\$595

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*

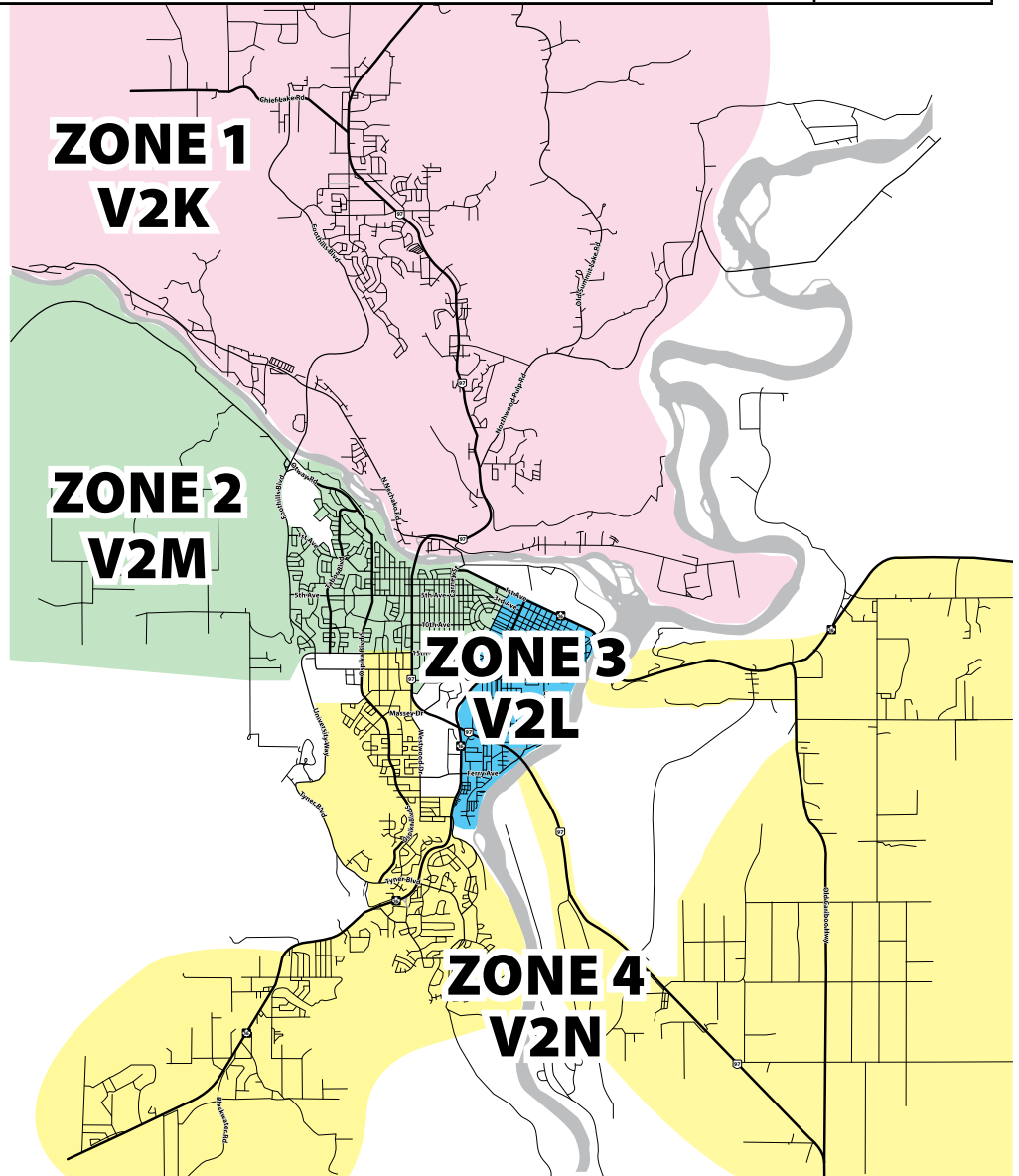
**Volume discounts available
upon request for quote.**

Rates do not include gst.

505 4th Avenue | 250.562.2441 | pgcitizen.ca | @pgcitizen   

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
TOTAL DISTRIBUTION			17,500



**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.