

Alaska Highway News

Published Every Thursday in Print and Seven Days a Week Online

DISPLAY ADVERTISING RATES

Proudly serving Fort St. John, Hudson Hope, Taylor, Fort Nelson & surrounding communities; the Alaska Highway News is an exciting, fast-paced, energetic weekly community newspaper covering news, sports and local events.

The Alaska Highway News
brings the most up-to-date information
and delivers it to your door.

Glacier Media Inc.

9916 - 98th Street, Fort St. John, BC V1J 3T8
Telephone: (250) 785-5631 Fax: (250) 785-3522

Regional Manager: William Julian, wj@ahnfsj.ca

Advertising Manager: Ryan Wallace, rwallace@ahnfsj.ca

National Advertising Representative: William Julian, wj@ahnfsj.ca

Ad Material: compose@ahnfsj.ca

*** FRONT PAGE AD LAYOUT**
6 COLUMNS X 20
A: (5.849" X 1.429")
\$500.00

A

B - C:
2 COLUMNS X 82
(1.856" X 5.857")
\$500.00 EACH

B

C

D:
10 COLUMNS X 35
(9.842" X 2.5")
\$800.00

D

FULL PAGE
10 COLUMNS X 278
(9.842" X 19.857")
\$4781.60

1/2 PAGE HORIZONTAL
10 COLUMNS X 136
(9.842" X 9.714")
\$2390.80

1/2 PAGE VERTICAL
5 COLUMNS X 278
(4.851" X 19.857")
\$2390.80

1/3 PAGE
10 COLUMNS X 90
(9.842" X 6.429")
\$1548.00

Colour
Spot Colour \$150
Full Colour: \$500

Guaranteed Placement
+25% Surcharge

1/4 PAGE VERTICAL
5 COLUMNS X 136
(4.851" X 9.714")
\$1169.60

1/4 PAGE HORIZONTAL
10 COLUMNS X 68
(9.842" X 4.857")
\$1169.60

BUS CARD
3 COLUMNS X 30
(2.854" X 2.143")
\$154.80

1/8 PAGE
5 COLUMNS X 68
(4.851" X 4.857")
\$584.80

BANNER
10 COLUMNS X 35
(9.842" X 2.5")
\$602.00

1/12 PAGE
2 COLUMNS X 117
(1.856" X 8.36")
OR
6 COLUMNS X 39
(5.849" X 2.79")
\$402.48

Booking Deadline:
Friday, 12 Noon

Material Deadline:
Friday, 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 .ai or .indd.
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.

FTP UPLOAD INFO

To post files to The Alaska Highway News FTP site, all users require FTP software.
Please contact us for Login information.

Frequency & Volume Discount

NUMBER OF INSERTIONS	DISCOUNT
4 INSERTIONS	5%
13+ INSERTIONS	10%
26+ INSERTIONS	20%
52 INSERTIONS	25%
NON-PROFIT	50%

* Discounts are not applicable to premium front page placement.

CANCELLATIONS

Display ads cancelled after deadline will be invoiced at 50% of the invoiced rate.

Technical & Mechanical:

1 col:	0.858"
2 col:	1.856"
3 col:	2.854"
4 col:	3.853"
5 col:	4.851"
6 col:	5.849"
7 col:	6.847"
8 col:	7.846"
9 col:	8.844"
10 col:	9.842"

Minimum & Maximum Requirement:

Full Depth per Column:
278 agate lines
Per Page: 2780
Double Truck: 5560
* Ads over 266 agate lines charged as a full column.

Area Distribution:

Ft. St. John	7106
Apartments	180
RR#1 SS#2	170
Hotel / Motels	129
Fort Nelson	875
Taylor	480
Hudson's Hope	350
Charlie Lake	340
Prespatou	129
Rose Prairie	111
Baldonnel	75
Montney	67
Cecil Lake	63
Buick Creek	60
Altona	55
Wonowon	31
Goodlow	27
Pink Mountain	12
North Pine	11
Clayhurst	8

Total: 10,391

National/ Career/ Classified Rate

\$1.72 per agate line

\$15.00 surcharge per campaign

Classified Box Charge:

Reply Box: \$20.00

Inserts

Delivered to your doorstep

Reach 10,391 homes and businesses in Fort St. John 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)