

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

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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

| Ad Type | Dimensions | Price | Colour |
|----------------------------|---|-----------|---|
| FULL PAGE | 10 COLUMNS X 297 (10.42" X 21.21") | \$5160.00 | Spot Colour \$150 Full Colour: \$500 |
| 1/2 PAGE HORIZONTAL | 10 COLUMNS X 150 (10.42" X 10.71") | \$2580.00 | Guaranteed Placement +25% Surcharge |
| 1/2 PAGE VERTICAL | 5 COLUMNS X 297 (5.14" X 21.21") | \$2580.00 | |
| 1/3 PAGE | 10 COLUMNS X 100 (10.42" X 7.14") | \$1720.00 | |
| 1/4 PAGE VERTICAL | 5 COLUMNS X 150 (5.14" X 10.71") | \$1290.00 | |
| 1/4 PAGE HORIZONTAL | 10 COLUMNS X 75 (10.42" X 5.36") | \$1290.00 | |
| 1/8 PAGE | 5 COLUMNS X 75 (5.14" X 5.36") | \$645.00 | Booking Deadline: Monday, 12 Noon |
| BANNER | 10 COLUMNS X 35 (10.42" X 2.14") | \$602.00 | |
| 1/12 PAGE | 2 COLUMNS X 120 (1.97" X 8.57") OR 6 COLUMNS X 40 (6.19" X 2.43") | \$412.80 | Material Deadline: Tuesday, 12 Noon |
| BUS CARD | 3 COLUMNS X 30 (3.03" X 2.14") | \$154.80 | |

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.

The login in is as follows:

hostname: ftp.ahnfsj.ca

user: AHNUser@ftp.ahnfsj.ca password: newspaper

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: | 0.92" |
| 2 col: | 1.97" |
| 3 col: | 3.03" |
| 4 col: | 4.08" |
| 5 col: | 5.14" |
| 6 col: | 6.19" |
| 7 col: | 7.25" |
| 8 col: | 8.31" |
| 9 col: | 9.36" |
| 10 col: | 10.42" |

Minimum & Maximum Requirement:

Full Depth per Column:
297 agate lines
Per Page: 2970, Double
Truck: 5940
* Ads over 285 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)