

## Maximize local relevance

Because each community's newspaper is custom built for its audience, news content is laser-focused for that audience and usually exclusive to the newspaper.

AdCanada Media can help advertisers leverage the connection between the newspaper and its readers to take campaigns to a new level of 'localization.'

This results in the local audience receiving a message that will appear to have been crafted specifically for them — and it was. Whether through the typesetting of specific community names or enlisting the services of local newspaper photographers to capture local imagery for the creative, AdCanada's production department offers a wide array of services to help advertisers localize a message.



## Maximize your ROI proposition

Working with AdCanada Media is a sure way to expand your buying power. AdCanada Media works with publishers to make campaigns affordable. You get the right papers on the buy, and the coverage and results your campaign requires.

Another new AdCanada initiative is the Network Display Program. Utilizing remnant space made available by participating newspapers, advertisers can either blanket the province or hone in on one of several specific zones in the province — for a price that can fit most advertising budgets.

For more information on  
Maximizing Local Print Media  
contact AdCanada Media Inc.  
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# AdCanada Media means Opportunities



## Maximize those opportunities

Community newspapers are a traditional medium but also a platform brimming with opportunities aligned with current media planning objectives.

As the latest research from Totum Research Inc. has confirmed, traditional media is a strong fit for advertisers whose audience resides in communities under 100,000 population. In its role as a community media (communications) agency, AdCanada Media offers high-tech planning tools and offers increasingly novel, non-traditional approaches and

executions that often exceed the expectations of media planners.

GIS technology and multi-source market research are available to demystify markets right across Canada and help advertisers identify communities and audiences that align to the campaign objectives. Once selected, ad sizes can be unified to reduce production costs. It's one-order, one-bill ease, and just the beginning of how AdCanada Media can help you effectively reach the audiences you need to reach across Canada.



Maximize reach

AdCanada Media offers **One Call. One Bill** in over 200 titles and 1.75 million circulation.

ASK US ABOUT INTERACTIVE MAPPING

Ag News, Moosomin World Spectator  
Airdrie City View\*  
Airdrie Echo  
Alberta Jewish News  
Alberta Native News  
Alberta Prime Times (55+)  
Assiniboia Times  
Baldur/Glenboro Gazette  
Banff/Canmore (Bow Valley) Crag and Canyon  
Bashaw Star\*  
Bassano Times  
Battlefords Regional News-Optimist (The)  
Beaumont News  
Beausejour/Lac du Bonnet Clipper Weekly  
Biggar Independent  
Boissevain Recorder  
Bow Island Commentator  
Brandon Sun (M-Fr), (SA)  
Brandon Westman This Week  
Brooks Bulletin  
Calgary (Rural) Rocky View Weekly\*  
Calgary Herald  
Calgary Sun  
Calmar Community Voice  
Camrose Booster  
Camrose Country Booster  
Camrose Super Booster (6X ANNUAL)  
Canmore/Banff Rocky Mountain Outlook  
Canora Courier  
Cardston Temple City STAR  
Carlyle Observer  
Carman-Dufferin Standard  
Cartwright Southern Manitoba Review  
Castor Advance\*  
Central Alberta Life (Rural Red Deer)\*  
Central SK Farm Focus, Davidson Leader  
Chestermere Anchor City News  
Claresholm Local Press  
Coaldale Sunny South News  
Cochrane Eagle  
Cochrane Times  
Cold Lake (CFB) Courier  
Cold Lake Sun  
Consort Enterprise  
Crowsnest Pass Herald\*  
Dauphin Herald\*  
Dauphin Region Combination (Dauphin Herald/Russell Banner/Roblin Review/Swan River Star & Times)  
Davidson Leader  
Dawson Trail Dispatch  
Devon Dispatch News  
Drayton Valley Free Press  
Drayton Valley Western Review  
Drumheller Mail  
Eagle Feather News  
East Central Alberta Caribou XTRA Combo (Lamont Leader, Tofield Mercury, Flagstaff C/P, Viking W/R)  
East Central Alberta Review (Coronation)  
East Central HWY 2 COMBO (Bashaw/Castor/Stetter/Ponoka/Lacombe)  
East Central SK Combination (Foam Lake Review, Ituna News, Wynyard Advance)  
Edmonton Journal  
Edmonton Le Franco

Edmonton Sun  
Edson Weekly Anchor\*  
Emerson Southeast Journal  
Erickson South Mountain Press\*  
Estevan Mercury  
Fairview Post  
Farmer/Stockman Ad-Viser (AB South)  
Farmer/Stockman Ag-Viser (AB North)  
First Nations Drum West  
First Nations Voice  
Flagstaff County & Sedgewick Community Press\*  
Flin Flon Reminder/MB (WE)  
Flin Flon Reminder/SK (WE)  
Foam Lake Review\*  
Fort Macleod Gazette\*  
Fort McMurray Today  
Fort Qu'Appelle Times\*  
Fort Saskatchewan Record  
Gimli Express Weekly News  
Grande Prairie County (Beaverlodge) Town and Country News  
Grasslands Combination (Grenfell/Whitehead Herald Sun, Fort Qu'Appelle Times, Melville Advance)  
Gravelbourg Tribune  
Grimshaw Mile Zero - Banner Post\*  
Hanna Herald  
Hay River Hub  
Headingley Headliner  
Herbert Herald  
High Country News  
High Level Echo-Pioneer\*  
High Prairie / Falher South Peace News  
High River Times  
Hinton Voice  
Hudson Bay Junction Review  
Humboldt Journal  
Indian Head-Wolseley News

Inuvik Drum  
Ituna News\*  
Jasper Fitzhugh  
Kamsack Times  
Kerrobert Chronicle  
Killarney Guide  
Kindersley, Your West Central Voice  
Kipling Clipper  
Kivalliq News (NU)  
Kyle Times  
La Liberté  
Lac Ste. Anne Bulletin  
Lacombe Express\*  
Lakeland RESPECT (Seniors BI-WEEKLY)  
Lakeland This Week (inc. Bonnyville  
Nouvelle, Elk Point Review, Lac La Biche Post, St. Paul Journal)  
Lamont Leader\*  
Langenburg Four-Town Journal  
Lanigan Advisor\*  
Leduc Representative  
Leslieville Western Star  
Lesser Slave Lake COMBO (High Prairie S/P/N, Slave Lake L/L)  
Lethbridge Herald  
Lethbridge Prairie Post West  
Lloydminster Meridian Source  
Lloydminster Meridian Source (AB)  
MacKenzie County Combination (Grimshaw M/Z Banner Post, High Level E/P)  
Manitoba Farm Life  
Manitou Western Canadian  
Maple Creek & Southwest AdvanceTimes  
Maple Creek News

Martensville Messenger  
Mayerthorpe Freelancer  
Meadow Lake Northern Pride  
Medicine Hat News  
Melfort/Nipawin, The Journal  
Melville Advance\*  
Mid-Sask Combination (Lanigan Advisor/Watrous Manitou)  
Minnedosa Tribune  
Moose Jaw Express  
Moosomin World-Spectator  
Morinville Free Press\*  
Morinville/Redwater Combination (Free Press and Review)  
Nanton News  
Neepawa Banner and Press\*  
Neepawa-Rivers Combination (Neepawa Banner and Press, Rivers Banner)  
Niverville Citizen  
Northern Advocate  
Northern Express (The)  
Nunavut News/North  
NWT News/North  
Okotoks Western Wheel  
Olds Mountainview Albertan (inc. Innisfail Province, Sundre Roundup)  
Onoway Community Voice  
Outlook (The)  
Oyen Echo  
Peace Country Sun  
Peace River Record-Gazette  
Pilot Mound Sentinel Courier  
Pincher Creek Echo  
Pincher Creek Shootin' The Breeze\*

Plain and Valley (Regional: SE Saskatchewan, SW Manitoba)  
Ponoka News  
Portage Graphic Leader  
Prairie Post East  
Preeceville Progress  
Prince Albert Combination (Daily Herald/EMC)  
Prince Albert Daily Herald Rural Roots EMC  
Prince Albert Daily Herald\*  
Prince Albert Shopper  
Provost News  
Raymond Magrath Westwind Weekly News  
Red Deer Advocate (Fr-Sa)  
Red Deer Advocate (Tu-Th)  
Redwater Review\*  
Regina Leader Post  
Regina QC  
Rimbey Review\*  
Rivers Banner Gazette Reporter\*  
Roblin Review\*  
Rocky Mountain House Mountaineer  
Rockyview County COMBO (Airdrie C/N, Calgary R/R/V)  
Rosetown Eagle\*  
Russell Banner\*  
Rycroft Central Peace Signal  
Saskatchewan Farm Life  
Saskatchewan L'Eau Vive  
Saskatchewan Senior Paper  
Saskatoon Bridges  
Saskatoon Star Phoenix  
Saskatoon, Your Saskatoon News  
Selkirk Record  
Shaunavon Standard  
Shellbrook/Spiritwood Chronicle Herald  
Sherwood Park News (FR)  
Sherwood Park News (TU)  
Shoal Lake Crossroads This Week\*  
Shoal Lake-Erickson Combination (Crossroads This Week/South Mountain Press)  
Slave Lake Lakeside Leader  
South West AB HWY 3 Combination (Crowsnest P/H, Fort MacLeod Gazette, Pincher Creek S/T/B)

Spruce Grove Examiner  
St. Albert Gazette (WE)  
Steinbach - The Carillon  
Stettler Independent\*  
Stonewall Teulon Tribune  
Story Plain Reporter  
Strasbourg/Lumsden Last Mountain Times  
Strathmore Times  
Swan Hills Grizzly Gazette  
Swan Valley (River) Star & Times\*  
Swift Current Prairie Post, The  
Swift Current Southwest Booster  
Sylvan Lake News\*  
Taber Times  
The Pas Opasquia Times (WE)  
Thompson Citizen  
Thompson Nickle Belt News  
Three Hills Capital  
Tisdale/Humboldt East Central Recorder  
Tofield Mercury\*  
Town & Country (inc. Athabasca Advocate, Barrhead Leader, Westlock News)  
Treherne Times  
Unity-Wilkie Press-Herald  
Vauxhall Advance  
Vegreville News Advertiser (City)  
Vegreville News Advertiser (Regional)  
Vermilion Standard  
Vermilion Voice  
Vibank Quad Town Forum  
Viking Weekly Review\*  
Virden Empire-Advance  
Vulcan Advocate  
Wabamun Community Voice  
Wabasca Fever  
Wadena News  
Wainwright Star/Edge  
Wakaw Recorder  
Warman Clark's Crossing Gazette  
Watrous Manitou\*  
West Central/HWY 2 COMBO (C/A Life, Pipestone Flyer, Rimbey Review, Sylvan Lake News)  
Wetaskiwin Pipestone Flyer\*  
Wetaskiwin Times Advertiser  
Weyburn Combination (Weyburn This Week & Weyburn Review)  
Weyburn Review\*  
Weyburn This Week\*  
Whitecourt Press\*  
Whitecourt Star  
Whitehorse L'Aurore boreale FRE  
Whitewood/Grenfell Herald Sun\*  
Winkler Morden Voice  
Winnipeg City Weeklies  
Winnipeg Free Press (M-Fr, Sa)  
Winnipeg Sun  
Winnipeg Times\* (NW Winnipeg)  
Wynyard Advance/Gazette\*  
Yellowhead County Combination (Edson Weekly Anchor/Whitecourt Press)  
Yellowknife Yellowknifer - Fri  
Yellowknife Yellowknifer - Wed

Maximize targeting

Community newspapers regularly publish themed editorial supplements and features that are of local and seasonal interest to their readers. Advertisers benefit by knowing that the editorial content helps focus readers' attention even more firmly that week on topics that can lead to sales. Now you can too — thanks to AdCanada Media's initiative to curate the availability of supplements and special sections to share with advertisers.



Telling YOUR Story

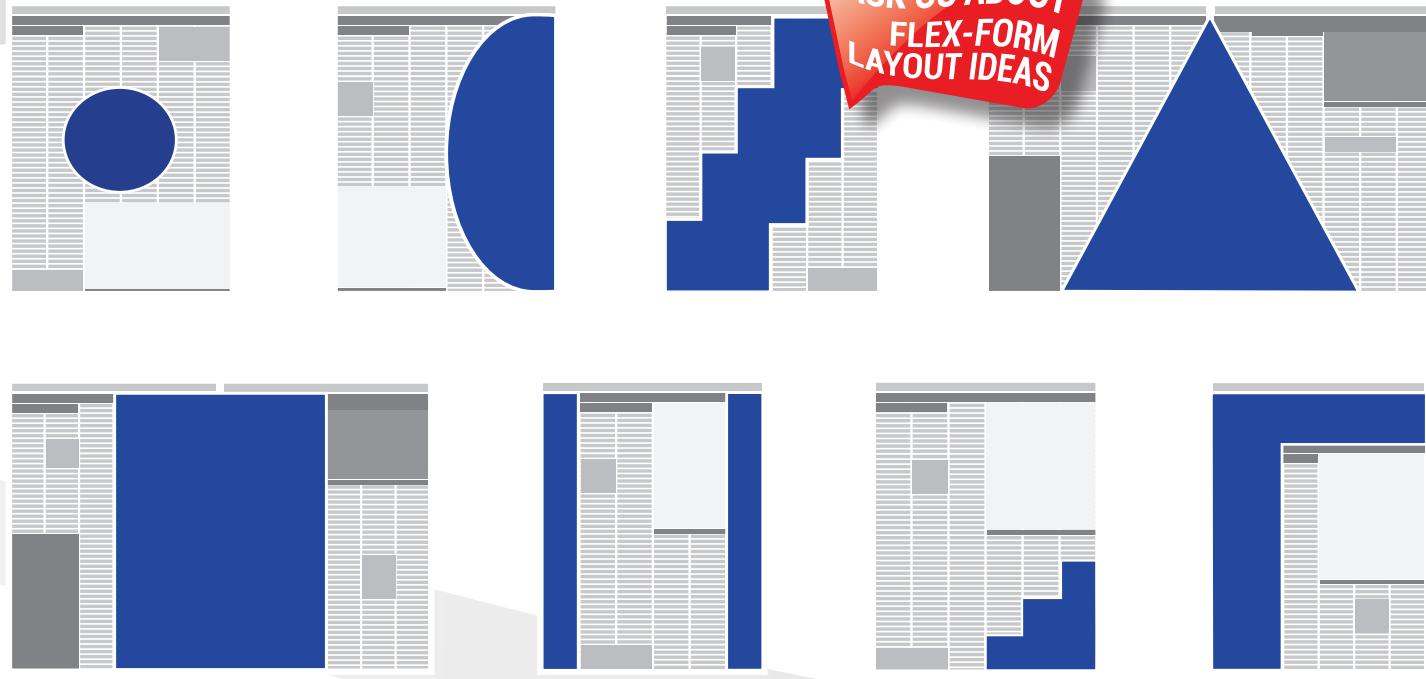
AdCanada Media, along with community newspapers across the Prairies, have developed a product that gives advertisers the ability to tell more of a story than perhaps can be accomplished with a print ad alone. Sponsored Content opportunities in community newspapers once again leverage the unique connection between the publication and its audience to in turn, give advertisers a platform for messaging within the scope of a trusted and credible information package. Part display ad, part editorial -complete with images if desired- AdCanada's Sponsored Content product incorporates a new angle for audience engagement that utilizes the core strengths of traditional media.



Maximize a unique execution

Ads can do more than sit on a page. Flex-form advertising lifts your ad from the page and makes it more noticeable and compelling.

ASK US ABOUT FLEX-FORM LAYOUT IDEAS



+ hundreds of additional titles all across Canada from Whitehorse, YK to Mount Pearl, NFLD'