



# AdCanada Media



Communities Within Reach

PRINT - DIGITAL - PLANNING TOOLS - RESEARCH

# MEDIA KIT



adcanada  
MEDIA INC.  
Formerly AdWest Marketing

## WHO WE ARE



“Frankly, I’m amazed that the rest of the community newspaper industry isn’t following your lead in terms how you support your media.”

Louise de Jourdain  
Director, Public Works and  
Government Services Canada

“Thanks are due to you. This is an extremely positive example of the value AdCanada Media brings to the associations. I couldn’t have/ wouldn’t have tried to make this campaign happen without your stewardship.”

Glenn Caleval  
Farmers of North America

“Having AdCanada Media as a community newspaper resource has changed our world.”

Jennifer Self  
Account Manager, Dupont Ogilvy

### AdCanada Media Inc.: A hyper-local media planning agency.

AdCanada Media is no ordinary media planning agency.

We know community audiences and how to help you build cohesive and effective ad plans for maximum local reach, local impact, and optimum ROI.

**You have a targeted message – we’ll help you connect with your perfect audience.**

### The AdCanada Media Advantage

#### REACH

AdCanada Media is the business-forward affiliate of the Saskatchewan Weekly and Manitoba Community Newspapers Associations. This unique position gives us the best-of-all-worlds combination of reach and access to real-market frequency pricing. Plus, the negotiating power when needed to put it all together for you.

#### ONE STOP KNOW HOW

Whether you want to place in 1 paper or 100, or if you want to add flyers, online banner, and/or career display, we can do it all.

One stop, one call — it’s that simple.

#### SPECIAL PROGRAMS

We offer programs that can reach across Saskatchewan and Manitoba — with massive savings. Want to reach 723,000 households – approximately 1.5 Million people - with one campaign, for \$3,461. We can do that.



## Traditional Communities

In Saskatchewan and Manitoba 66% of the population or about 1.47 Million people live in communities smaller than 10,000 people.

Life in a smaller community naturally becomes more personal and intimate. Communication is more direct and less formal.

In a recent study, 68% of respondents in communities 5K-10K have lived in their community more than 20 years. So it would be no surprise then that the same study concluded that people living in rural areas and villages are nearly 30% more likely to know the names of their neighbours than those in medium sized cities. The goings on that involve those neighbours (ranging from close friends and family to acquaintances), at the least make for weekly must-read content.

## Rural lifestyles affect shopping habits as well.

Despite the added travel time to key shopping destinations, rural consumers shop for many items more often and spend about the same amount as other Canadians on many key items; they spend more on certain things.

- Visits to auto dealerships 87.5% more often
- Visits to local department stores 13.6% more often
- Visits to local groceries 38% more often
- Visits to home improvement/hardware stores 36% more often
- Visits to discount stores 10.5% more often

Rural Canadians travel longer to: car dealerships (64% further), electronics stores (78% further), shoe stores (100% further), national department stores (119% further), supermarkets (50% further), home improvement stores (38% further).

Rural Canadians spend more than urban Canadians on some products and services (Statistics Canada, 2009). And they spend about the same as urban Canadians on other items: recreational vehicles purchase and servicing +154%; financial services +16%; health care +14%; transportation +12%; household operation -1%; food -3%; pet expenses -4%; gasoline and other fuels +4%.

**These are desirable consumer markets enjoying uniquely traditional rural lifestyles. The best way to reach them? Also rather traditional...**



## Traditional Media Markets

People living in small cities are 25% more likely to be receiving a community newspaper than those in large cities.

Over one-third of people living in rural areas and communities under 5,000 population have at best a dial-up internet connection at home. Sixteen percent have no internet connection at all.

In communities of <5,000 and communities of 5K-10K, local news and information is sought after by residents at least once/week with printed community newspapers **71% and 78%** respectively. Contrast that with a site devoted to local community news in markets of the same size (7%, 10%), blogs about your community (3%, 5%), or even an internet search engine (Google, Bing, etc.) (27%, 35%), and CLEARLY printed community newspapers are a more valued and referred to source.

### So how does this relate to advertising in these traditional media markets?

#### Most likely to notice ads in this source

City/Town Website - 2%  
**Printed Local Community Newspaper - 52%**  
 Daily Newspaper or Website - 32%  
 Radio - 23%  
 TV - 23%  
 Store Website - 7%  
 Social Media - 6%

#### Best place to find advertising on local stores/services

City/Town Website - 3%  
**Printed Local Community Newspaper - 54%**  
 Daily Newspaper or Website - 26%  
 Radio - 17%  
 TV - 9%  
 Store Website - 10%  
 Social Media - 4%

**SMALLER COMMUNITIES = TRADITIONAL MEDIA MARKETS**  
 the data doesn't lie, nor do the people in their community...

## The Truth at Ground Level - In Their Own Words...

### Community Voice from Roblin



*"You can always depend on [the newspaper] being in the mailbox. It sits on the coffee table and you always know where it is. You know the layout of your local paper and it doesn't take long to find what you're looking for. Internet, Facebook etc are great sources of information but sometimes you can spend a lot of time searching for what you want, get lost and never find the info you want."*

*-Karen Goraluk  
Roblin Review Reader*

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### Community Voice from Dauphin

*"Even in the world of social media, the community newspaper presents a fair and balanced story of local significance. Blogs and other social media stories are very one-sided, while community newspapers just lay out the facts."*

*-Greg Chrisp  
Dauphin Herald Reader*



### Community Voice from Swan Valley



*"My paper absolutely connects me. They're our main source of information. We're not a big community so everyone in town looks forward to getting their copy of the Star & Times each week. It's actual news and sports from our community."*

*-Denise Ashcroft  
Star & Times Reader*

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### Community Voice from The Pas

*"Our local paper is the only media outlet that actually reports on what is going on [in our community]. Big city papers are just that, big city. Our paper is in touch with our community."*

*-Jodie Kuhl, The Pas*





## Why Community Print Media Works Here

*"While there has been endless speculation on the future of the daily newspaper industry, the community newspaper industry remains stable according to a new report from Newspapers Canada...Year-over-year circulation has grown by 395,358 – or 1.9% – as of June 2015."*

- Marketing Magazine, August 2015

### **Content That is On-Point**

The approach to content is what makes the community newspaper such a valuable voice in the community. Unlike daily newspapers, community newspaper content is 100% focused on the community it serves and matters most to people who live in those communities.

### **It's Accessible**

Unlike in large urban centres, high-speed internet accessibility is not available in all regions – particularly in smaller communities. And where it is available, it is often an expensive luxury. Therefore, small town community residents use the internet more sparingly and in different ways from those who inhabit large cities. This is why, for example, a feature of every commercial district in small towns, video stores exist. Think about it, if you do not have access to high speed or the cost of using data plans is prohibitive, how are you going to watch the movie recently released on Netflix? The size of a community dictates the usage of media. And in small communities, community newspapers remain an immutable medium for relevant and timely information to the community.

### **It's Exclusive**

Community newspapers provide a weekly package of information built exactly and only for those households receiving the publication.



# AdCanada Media Planning Services

Ad planners challenged with effective planning across community and rural markets can access AdCanada Media's custom research and planning services. We are available to help media planners target with precision and depth.

## **Evolving with the media landscape**

Using the latest industry and media research along with sophisticated GIS technologies, we help you define your advertising objectives, and ultimately pinpoint the delivery of your message to your target market. Using print and online media, we reach your customers effectively.

From research and planning to ad placement, we get your message across - on time and within budget coast to coast.

**AdCanada Media products and services are designed to simplify the media PLANNING and BUYING process through:**

***Cutting edge research and tools built with GIS technology*** - we can create custom market maps, thermal map studies, market prioritization based on audience factors.

***Accurate and consistent media information*** – updated coverage maps based on reliable third-party audits and detailed market characteristics help you know you are on track with your media selection.

***Market and media recommendations*** – we can impress you or your client with professional campaign proposals.

***Placement service liaison*** – including access to special execution opportunities.

## AdCanada Media Planning Tools

Whether you want to advertise with one newspaper or reach every community from urban centres to small towns and all the rural communities that surround them, we have the tools and knowledge you need to make it happen!

### iMAPPER

The AdCanada Media iMapper is a tool that combines Google Mapping technology and AdCanada Media's existing GIS infrastructure to help media planners assess the relationship between their target and the physical coverage areas of community newspapers. It can be used to analyze variables such as: duplicated coverage, coverage within a specific radius, topography and more.



### Market Analyzer

Market Analyzer is a powerful cloud application developed for community media planning in Canada. It is offered exclusively by AdCanada Media and other community newspaper associations in Canada. A state-of-the-art tool, Market Analyzer brings context to titles by defining their market characteristics at micro levels.

Market Analyzer links nearly 10,000 pieces of data from suppliers like Statistics Canada, Canada Post, Generation 5 with audited circulation data for hundreds of newspapers across Canada. The result is valuable agriculture, demographic, socio-economic and consumer spending data meticulously matched to individual circulation footprints.



We'll help you find your audience.

### Co-op Tracker

The Co-op Tracker is an essential tool for co-op advertising. This application was developed to help manufacturers and distributors promote the use of sponsored advertising programs across their, often vast, network of dealers. Co-op Tracker eliminates the frustration of having to manually build ad campaigns to run in markets and a media that can be tough to quantify.



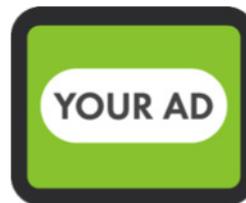
# AdCanada Media Digital Desk



Digital advertising, especially as a supplement to your print campaign, can be an effective way to reach customers when in the market to purchase. The key is correctly understanding how digital media is consumed in rural areas. As experts in the planning and buying of print and digital, we can guide you to the most effective campaigns that place you in front of the right customers, in the right place, at the right time.

## Display Advertising & Retargeting

Digital display advertising builds brand awareness for online campaigns where consumers are spending their time: online. With a variety of advanced targeting techniques, AdCanada Media will put your display ads in front of local Canadian consumers across the web, so your brand is top of mind when they're ready to buy.



## Search Engine Advertising

AdCanada Media's online search advertising service puts text ads on top search engines and directories, helping more local consumers businesses when they're ready to buy.

# Let's Really Connect!

By connecting with AdCanada Media you take a positive step toward connecting with your audience across Canada.

Local businesses continue to spend ad budget in community newspapers.

That's why community newspapers have upwards of 7 times more ads in paper on any given week than daily newspapers.

When all is said and done, could there be a stronger testament to the value of these products?

**Smaller Communities + Traditional Media =  
Proven Partnerships, Effective Advertising.  
The AdCanada Media Equation.**



Contact us to learn how to reach these important communities  
1.877.701.4704 or [info@adcanadamedia.ca](mailto:info@adcanadamedia.ca)