

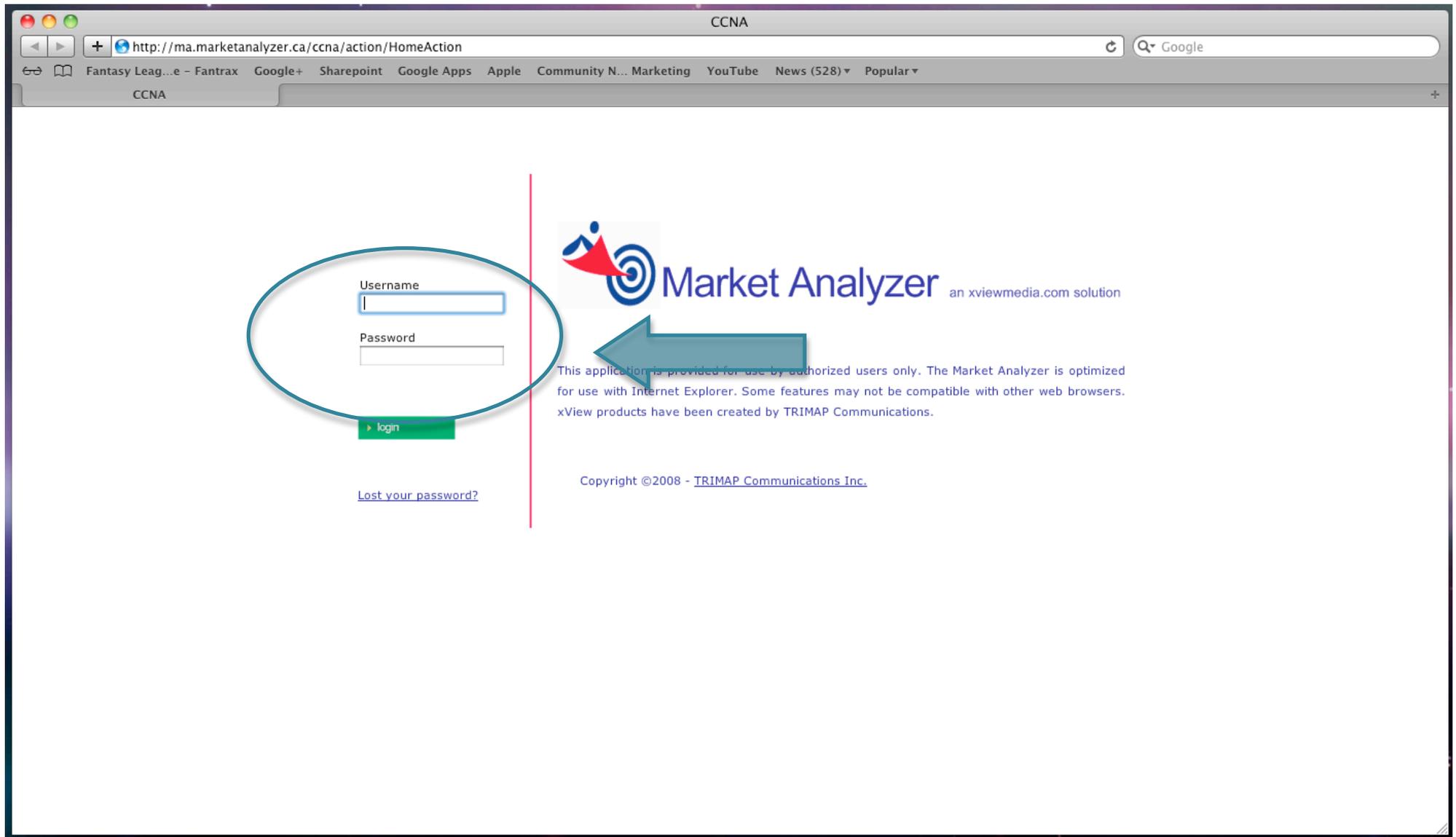


# Planning Tools - Newspaper Opportunities Update Portal

## USER GUIDE



Powered by: **Market Analyzer** an xviewmedia.com solution



STEP 1 – Enter your username and password to access the AdWest DB Update Portal. If you don't have your User/Password please contact AdWest Marketing [info@adwest.ca](mailto:info@adwest.ca)

The screenshot shows a web browser window with the URL <http://ma.marketanalyzer.ca/ccna/action/HomeAction>. The page title is "Market Analyzer" and it is described as "an xviewmedia.com solution". The navigation bar includes "ADMINISTRATION", "HELP", and "LOGOUT" links. The main content area is divided into four steps:

- STEP 1: SETUP**  
Create your project.  
PROJECT
- STEP 2: TARGET**  
Select what data you are going to use to define your target area, define the geographic area you are looking at and choose either newspapers or groups of newspapers that cover specific areas across Canada.  
SELECT DATABASES  
SELECT CATEGORIES  
DEFINE GEOGRAPHY  
GET RESULTS
- STEP 3: SELECT**  
See how the newspapers stack up when it comes to the data you have selected. Need help making sense out of all the numbers? Select from many different reports to find out what the best options really are. Forget the data that your really need, go back to Step 2 and try again.  
REPORTS
- STEP 4: EXECUTE**  
So you have defined your target market and selected the best options out there. Now what. Determine ROP costs with the press of a button. Soon, you will be able to do the same thing for flyers!  
ROP BUY  
INSERT BUY

A large blue arrow points from Step 4 towards the right. In the top right corner, the "ADMINISTRATION" menu is circled in blue, showing "Change password" and "Authorized Access" options.

STEP 2 – Under the Administration tab in the top right hand corner, click Authorized Access.



**Select the type of information you would like to update.**

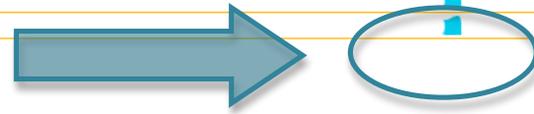
Advertising Agencies routinely look for special advertising opportunities that exist within community media that they can take advantage of.

This online tool provides you with the ability to update information describing some of the products and services you may offer. *Features* are regularly occurring sections of your newspaper. *Supplements* are themed sections or products that run at various times throughout the year. *Products* are special advertising opportunities relating to things such as: targeted flyer delivery, flex form shape insertions or online advertising.

The data you will be entering here will be stored in a central database and marketed publicly via the Planning Tools section of the AdWest website (Prairies) and the AdReach Media Kit (Ontario-based newspapers).

To get started, simply click the icon located under the type of information (Features, Supplements and Products) you wish to modify. When you are finished completing ALL updates be sure to logout.

DISTRIBUTION NAME	Features	Supplements	Products
High River Times - Fri			
High River Times - Tue			



STEP 3 – Once you've entered the Update area you will be able to manage information that appears in the Features, Supplements and Special Opportunities/Products section of the AdWest website.

To modify your information in a specific area click the icon of the section you wish to change.



### Updating information for Features that occur regularly in your newspaper.

Advertisers often want to know whether or not specific sections appear within a member newspaper and whether or not ad positioning can be requested for a particular section. Using this screen, you have the ability to modify the various sections that appear regularly in your newspaper.

NEW

To create a new Feature, simply click the **NEW** button on the left and use the pull down menus on the next screen to add more information. If there are sections listed here that no longer run in your newspaper click the red icon associated with that section to **Delete** it. If you wish to modify the frequency of a section, **Delete** it and then click **NEW** button to re-create the section and define the proper frequency on the next screen.

DONE

When you are finished updating your information related to Features and are comfortable with how it will be presented, click **DONE**. Your changes will be saved in the centralized database and automatically populate the websites that market your data.

TYPE

TIMING

DELETE

STEP 4 – In this case, the publication information for Regular Features is empty.

To add Features click the New tab on the left.





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DONE

When you are finished updating your information related to Features and are comfortable with how it will be presented, click **DONE**. Your changes will be saved in the centralized database and automatically populate the websites that market your data.

TYPE	TIMING	DELETE
Advice	Weekly	

STEP 6 – When you have finished entering in your information click Done on the left and you will be returned to the main Update Screen where you can enter a different area of the Portal or Log Out of the application.



### Update information about Supplements produced by your newspaper.

Advertisers often want to know about special Supplements that appear within a member newspaper. Using this screen, you can add new supplements and define the timing of when they will appear. You can also modify or delete existing supplements as necessary.

NEW

To create a new **Supplement** simply click the **NEW** button on the left and use the pull down menus on the next screen to add the details. If there are supplements listed here that no longer run in your newspaper click the red icon associated with that supplement to **Delete** it. If you wish to modify the frequency of a supplement, **Delete** it and then click **NEW** button to re-create the supplement and define the new timing on the subsequent screen.

DONE

When you are finished updating your information related to Supplements and are comfortable with how it will be presented, click **DONE**. Your changes will be saved in the centralized database and automatically populate the websites that market your data.

We recognize that the names of Supplement listed here may not be an identical match with those you produce. We ask that you simply choose the Supplement type that most appropriately captures your localized theme. For example, a "Minor Hockey Week" supplement is accurately defined within a *Sports, Recreation and Fitness* category for marketing purposes.

TYPE	TIMING	DELETE
→ Small Business	October	

Note: Information currently in the DB (and therefore appearing on the AdWest website) can be deleted by clicking the Delete icon next to the appropriate information.

To edit existing information, you must first Delete it and then enter New data by clicking the New tab.



**Update information about Special Products that your newspaper offers.**

Advertisers often want to know about Special Product offerings available in your newspaper. **Special Products** are not only a significant potential revenue opportunity for community newspapers; they represent the direction the advertising industry is headed.

SAVE

To create a new special *Product*, simply click the **NEW** button on the left and use the pull down menus and data entry boxes on the next screen to add more information. If there are special *Products* listed here that no longer run in your newspaper click the red icon associated with that product to **Delete** it. If you wish to modify information regarding a Product, **Delete** it and then click **NEW** button to re-create it and then provide additional information on the subsequent screen.

NEW

When you are finished updating your information related to special Products and are comfortable with how it will be presented, click **DONE**. Your changes will be saved in the centralized database and automatically populate the websites that market your data.

For the sake of consistent presentation of data please [click here](#) for guidelines on how to enter information into the appropriate fields.

Product	Details	Details (additional)	Units	Cost	DELETE
FSI-Targeted Flyer Delivery	Minimum quantities and lead times will apply.	Community	Gross CPM (\$)	89.8	
FSI-Post It Notes	Must be Total Distribution and additional lead times will apply.	Post It Notes Supplied	Net CPM (\$)	150.0	
ROP-Guaranteed Ad Positioning	Availability is first come first served, may require full colour to be purchased.	NA	Surcharge (%)	25.0	
ROP-Earlugs	Costs based on earlug sizes shown and subject to availability and publication terms and conditions.	2" X 2"	Gross Cost/Earlug (\$)	70.0	
ROP-Front Page/Section Banners	Costs shown based on insertion full width of page by 2" deep. Subject to availability and publication terms and conditions.	NA	Gross Cost/Premium Banner (\$)	276.5	
ROP-Paid Advertorials	Rates shown are gross and subject to no further discounts. Minimum size 1/4 page and 1 insertion per year maximum per advertiser.	Rates are Gross, Minimum 1/4 Page, Max. 1 Insertion/Yr	Gross Line Rate (\$)	0.56	
Online (30 Day Run of Site)-Leaderboards	720p X 90p (not to exceed 40KB), 30 day Run of Site with a guaranteed minimum number of impressions.	Pricing & availability subject to change. Availability confirmed at time of order.	Gross Cost/Run (\$)	200.0	
Online (30 Day Run of Site)-Skyscrapers	300p X 250p (not to exceed 40KB), 30 day Run of Site	Pricing & availability subject to change. Availability confirmed at time of order.	Gross Cost/Run (\$)	200.0	

**Note:** Special Product information includes two text-based fields for each product. For consistency in presentation on the site PLEASE refer to the guidelines linked in the section description for instructions on how to enter data in the proper format.

Community Newspaper Planning Resource in AB, SK, MB and NWT/NU | Adwest Marketing

http://www.adwest.ca/

Community Newspaper Planning ...

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[URBAN RETAIL TARGETING](#)

**LATEST NEWS**  
 AWNA Update: Sylvan Lake News  
 21-12-2011  
 Effective immediately, the Sylvan Lake News has switched to a 7 column format.

Campaign Ideas  
 Updates  
 Member Newspapers

AdWest  
 Agency User Guide  
 Blog  
 Newsletter

Clients  
 Client Roster  
 Our Projects  
 Feedback

1 adwest The Agency for the Agencies™  
 2  
 3  
 4  
 5  
 6

Give Feedback

**Note:** When you have completed your updates and clicked Done, your information will automatically populate the appropriate sections of the AdWest Online Planning Tools.

Special Supplements

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### SPECIAL SUPPLEMENTS

Most member publications run a number of targeted special sections or supplements at various times throughout the year. If you're planning a campaign for a financial institution, building it around a collection of planned Financial Supplements might be just the opportunity you're looking for.

Simply select the theme you're interested in under the "Type of Supplement" pull down menu. You can further refine your search by newspaper name, province (regional association) or geographic zone.

For competitive reasons, we are not able to publish the exact dates of regular features. To confirm the availability or actual run dates of a Special Supplement please contact AdWest.

Newspaper Name

Regional Association AWNA SWNA MCNA

Zone

Type of Supplement

- ✓
- Agriculture
- Oil & Gas
- Home Improvement
- Tourism
- Finance/Investment
- Food/Nutrition/Health & Wellness
- Small Business
- Sport/Fitness/Recreation

Search

**Note:** To view your information use the filter options to see your data individually or against other community newspapers.

Special Supplements

http://www.adwest.ca/supplements/

adwest marketing inc.

Feb 16, 2012 10:39:20 AM

Publications are listed once for each month that the supplement runs (i.e. if a special section runs monthly, that publication will be listed 12X).  
Exact run dates, rates and any special mechanical specifications can be confirmed by contacting the AdWest Marketing team. \*NEW: Build your own custom community newspaper coverage footprint in Google Maps using the Map All button.

CONTINUE EXPORT PDF MAP ALL

<input checked="" type="checkbox"/>	Distribution	Zone	Circ	Supplement Type	Month
<input checked="" type="checkbox"/>	Airdrie (Rural) Rocky View Weekly	AB - 60 Minutes Calgary	15,867	Small Business	October
<input checked="" type="checkbox"/>	Airdrie City View	AB - 60 Minutes Calgary	15,170	Small Business	June
<input checked="" type="checkbox"/>	Airdrie City View	AB - 60 Minutes Calgary	15,170	Small Business	October
<input checked="" type="checkbox"/>	Airdrie Echo	AB - 60 Minutes Calgary	15,508	Small Business	October
<input checked="" type="checkbox"/>	Altona Red River Valley Echo	MB - South East	4,560	Small Business	October
<input checked="" type="checkbox"/>	Athabasca Advocate	AB - North East	3,200	Small Business	October
<input checked="" type="checkbox"/>	Barrhead Leader	AB - 60min - Edmonton	3,528	Small Business	October
<input checked="" type="checkbox"/>	Bashaw Star	AB - 60min - Red Deer	377	Small Business	October
<input checked="" type="checkbox"/>	Bassano Times	AB - South East	485	Small Business	October
<input checked="" type="checkbox"/>	Beaumont News	AB - 60min - Edmonton	6,192	Small Business	October
<input checked="" type="checkbox"/>	Beausejour Clipper	MB - 60min - Winnipeg	10,576	Small Business	October

Updated information will now appear on the AdWest website and be exposed to the approximately 500 Unique Visitors to the site each month.