

# THE VERMILION VOICE MEDIA KIT

## VERMILION AND AREA Voice

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Volume XIII-Issue 721  
May 21, 2018

## VERMILION AND AREA Voice

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### Vermilion Wellness Coalition's Golf Day



Chloe Stromberg who loves golf because it is fun, practiced her skills at the Vermilion Golf and Country Club's driving range on May 17. Photo: Angela Mould

Angela Mould

Reporter

Several children braved cooler temperatures on May 17, to attend a free family event sponsored by the Vermilion Wellness Coalition including golf lessons, Frisbee golf and mini-golf.

Morning instructions and time at the driving range took place at the Vermilion Golf and Country Club, followed by an afternoon of Frisbee golf and mini-golf at the Vermilion Provincial Park. Children were overjoyed to be outdoors, and Lorne and Lynn McCulley from Kitimat, British Columbia even enjoyed a round of mini-golf with their grandson, Alex McCulley, in Vermilion.

Alex McCulley, in Vermilion.

"The Wellness Coalition appreciates the investment that Cam Golby and the Vermilion Golf and Country Club makes each year by offering this free opportunity for children and families to try the sport of golf. Playing golf has the potential to be a lifelong activity which meets our coalition's goal to help people develop healthy behaviors that can become part of a lifestyle of wellness," said Wellness Coalition member, Shawn Bell. "I think it was great having the children out even though it was a little cool," said Vermilion Golf and Country Club's General Manager, Cam Golby.

Phoebe Stromberg had fun on Golf Day on May 17.

EXPLORE THE DIFFERENT OPTIONS AVAILABLE FROM TRADITIONAL BURIAL TO CREMATATION

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THE EXECUTIVE LIMO BUS PRESENTS  
**SHANIA TWAIN**  
On Thursday May 10, 2018  
All Singers Place  
Enjoy the Ride On The Executive Limo Bus  
Bus Leaves Kamloops at 5 pm  
Cost - \$125 per person  
includes Admission Suite seating, refreshments on the bus and show tickets.  
To reserve your spot on this bus, call or text 780-853-7146

## VERMILION Voice

Volume XIII-Issue 719  
May 7, 2018

MOORE PAINTS  
4928 - 50 AVENUE  
780-853-6663

www.vermilionvoice.com  
vermilionvoice@gmail.com

### Vermilion Minor Ball Back In Full Swing



# FOR PRINT ADVERTISEMENT



## ABOUT US

Located in the heart of Vermilion, Alberta, the Vermilion Voice office is situated right on Main Street at 5006-50 Avenue.

It is at this location our paper is produced.

Readers are encouraged to offer their submissions and comments in the form of letters to the editor, emails or by submitting articles, photos, beefs and bouquets making this newspaper not only a great place to keep current but a great place to be heard.

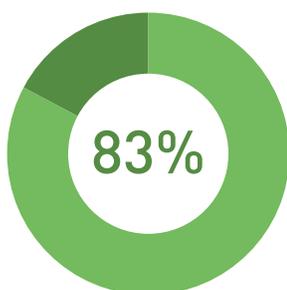
The Vermilion Voice is your community connection.

Enjoy the full pages of this vibrant and growing Newspaper.

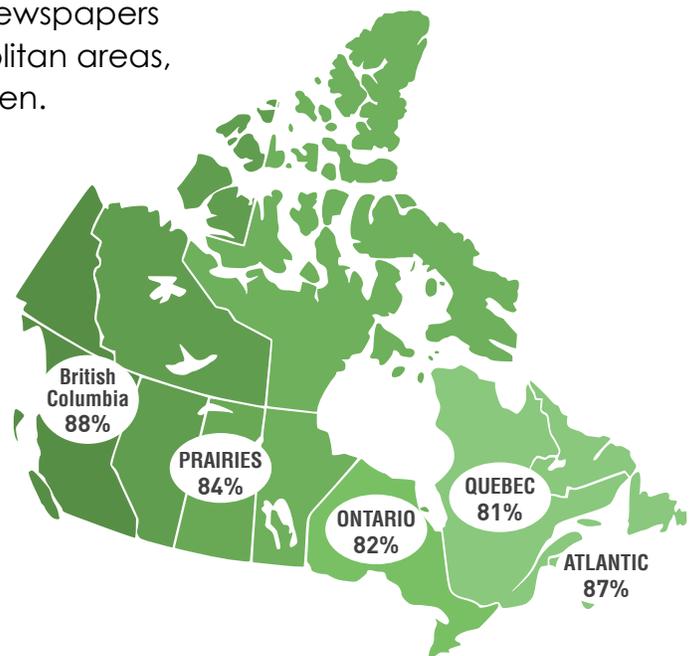
## COMMUNITY NEWSPAPERS FACTS

Every week in Canada, over 1,000 community newspapers circulate almost 19 million copies in key metropolitan areas, rural and remote regions, and all areas in between.

Community newspapers and their websites are hyper-local. They effectively represent the neighbourhoods they serve. And they are able to target these communities like no other medium.



**83% OF CANADIANS ARE LOCAL COMMUNITY NEWSPAPER READERS**



Source: News Media Canada database, July 2017



# THE VOICE ADVANTAGE

The Voice offers a community oriented, highly appreciated newspaper focused on local and area content.

The only locally owned newspaper in Vermilion, Alberta.

A proud member of the Alberta Weekly Newspaper Association.

Audited distribution in Vermilion and the surrounding areas.

Competitive prices and price match. (Some restrictions apply)



## ADVERTISING RATES (All rates are per issue)

When it comes to booking an ad, the Voice offers a variety of options for our clients to choose from.

We understand that every business has different advertising needs and we are committed to offering different choices that ensure more flexibility for your advertising budget.

### HOW IT WORKS?

First, we offer 2 different options:

**Full-time rates:** Ads booked for a minimum of 12 consecutive weeks.

**Part-time rates:** For ads booked less than 12 consecutive weeks.

**All prices listed are per issue.**

Second, Choose between **Black/White** or **Full-Colour** ads.

And Finally, Choose which ad size fits your need.

We also offer special rates for employment ads.

Additionally, you can book a space in our business directory for 12 issues or annually.

*check our ad sizes on next page.*

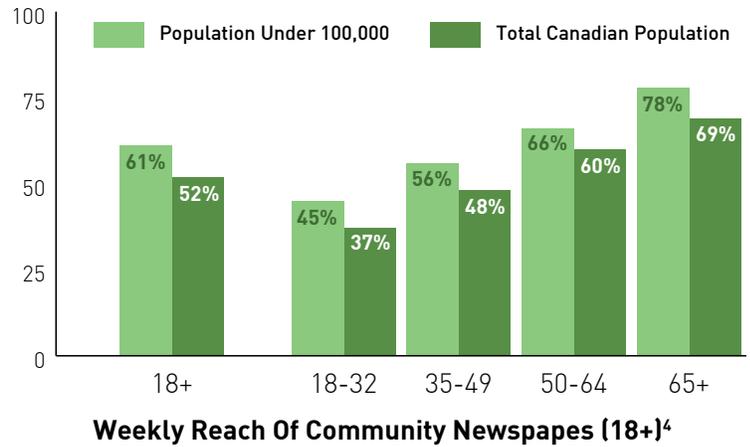
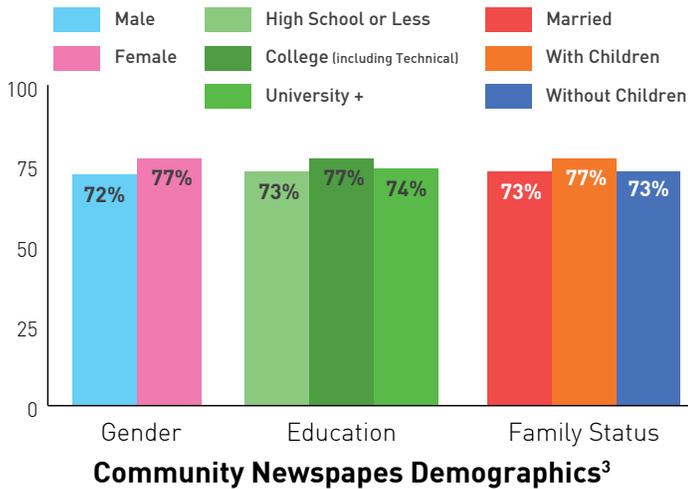
	FULL-TIME		PART-TIME		EMPLOYMENT	
	B/W	Colour	B/W	Colour	B/W	Colour
<b>Center Spread</b>	-	-	-	\$1700	-	-
<b>Full page</b>	\$685	\$905	\$820	\$1055	-	-
<b>1/2 page</b>	\$370	\$475	\$430	\$545	\$350	\$385
<b>1/4 page</b>	\$205	\$255	\$230	\$295	\$185	\$235
<b>1/8 Page</b>	\$125	\$155	\$145	\$175	\$125	\$135
<b>1/16 page</b>	\$90	\$105	\$100	\$115	\$80	\$95
<b>Banner</b>	\$205	\$235	-	-	-	-

	BUSINESS DIRECTORY			
	12 Issues		52 Issues	
	B/W	Colour	B/W	Colour
<b>Corporate</b>	\$325	\$380	\$975	-
<b>Home Based</b>	\$125	-	\$375	-

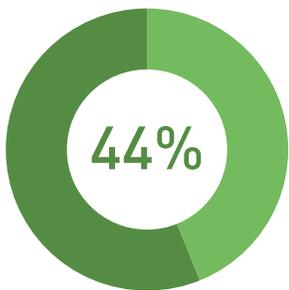
# COMMUNITY NEWSPAPER READERS

COMMUNITY NEWSPAPERS REACH 8 OUT OF 10 ADULTS EACH MONTH AND MORE THAN HALF OF ADULTS 18+ EACH WEEK.<sup>1</sup>

Printed community newspaper readers are reading for local information as well as advertising. Two thirds of readers (67%) want to see advertising in their printed community newspaper.<sup>2</sup>



# MULTIPLATFORM READERS



OF PRINTED COMMUNITY NEWSPAPER READERS ARE MULTI-PLATFORM READERS. THEY ACCESS CONTENT ACROSS ALL PLATFORMS.<sup>5</sup>



Newspaper  
**82%**



PC/Laptop  
**73%**

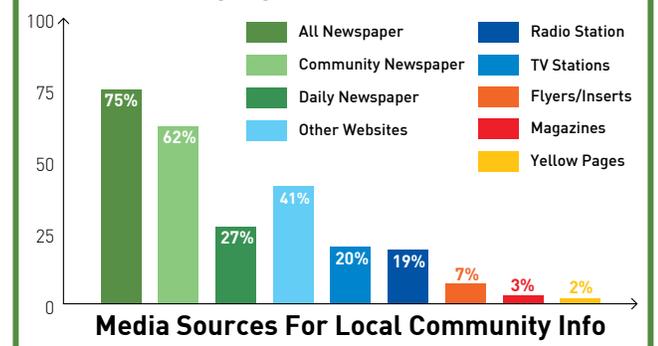


Smartphone  
**71%**



Tablet  
**60%**

## Newspapers Dominate<sup>6</sup>



Sources:

1, 4, 6 - Newspapers Canada Snapshot Report, June 30, 2016

2, 5 - News Media Canada database, July 2017

3 - ComBase 2008/2009 Community Newspapers Readership and Demographics

**CLASSIFIED:** \$20.00 for first 50 Words, each additional word: 10¢/Word

**CLASSIFIED DISPLAY:** \$50.00/Issue

**COMING EVENT:** \$50.00/Issue (2.5X1.5 inch)

**LINE RATE: Per column** (1 Column = 2.5 Inch width):

**B/W \$22.00 Per inch**

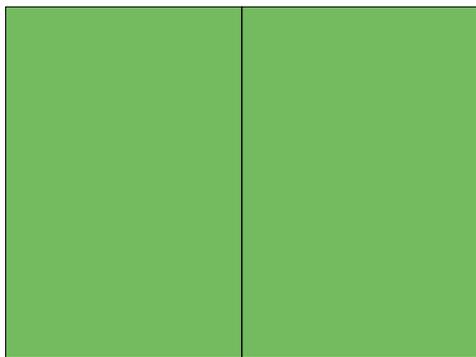
**Color \$25.00 Per inch**

**Deadline: Thursday Noon for our Tuesday issue.**

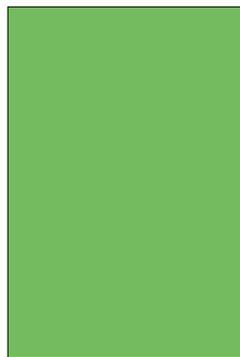
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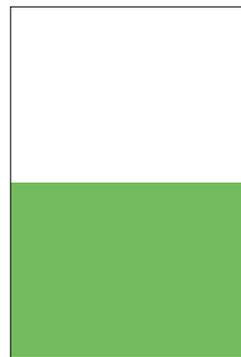
## AD SIZES (All ad sizes are in inches)



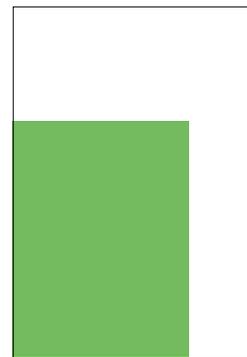
**CENTER SPREAD**  
(21 X 15.25)



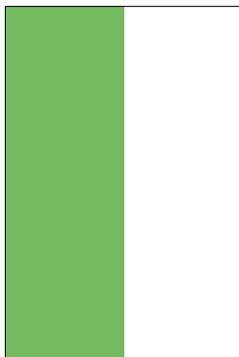
**FULL PAGE**  
(10.25 X 15.25)



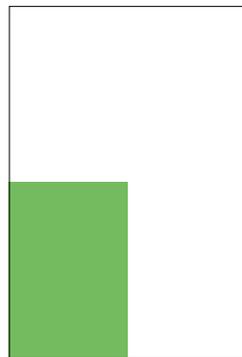
**1/2 PAGE**  
(10.25 X 7.6)



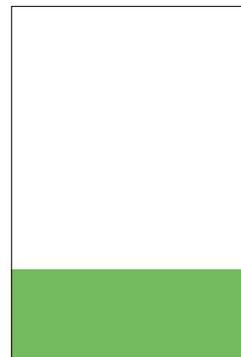
**1/2 PAGE V**  
(7.6 X 10.25)



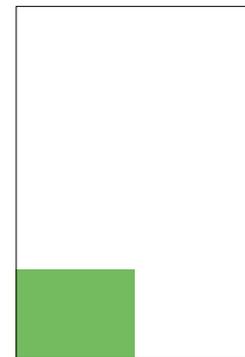
**1/2 PAGE V**  
(5.08 X 15.25)



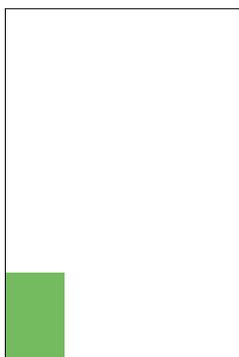
**1/4 PAGE**  
(5.08 X 7.6)



**1/4 PAGE BANNER**  
(10.25 X 3.75)



**1/8 PAGE**  
(5.08 X 3.75)



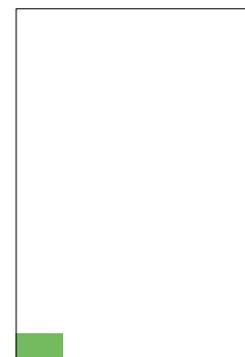
**1/16 PAGE**  
(2.5 X 3.75)



**Banner**  
(10.25 X 2.75)



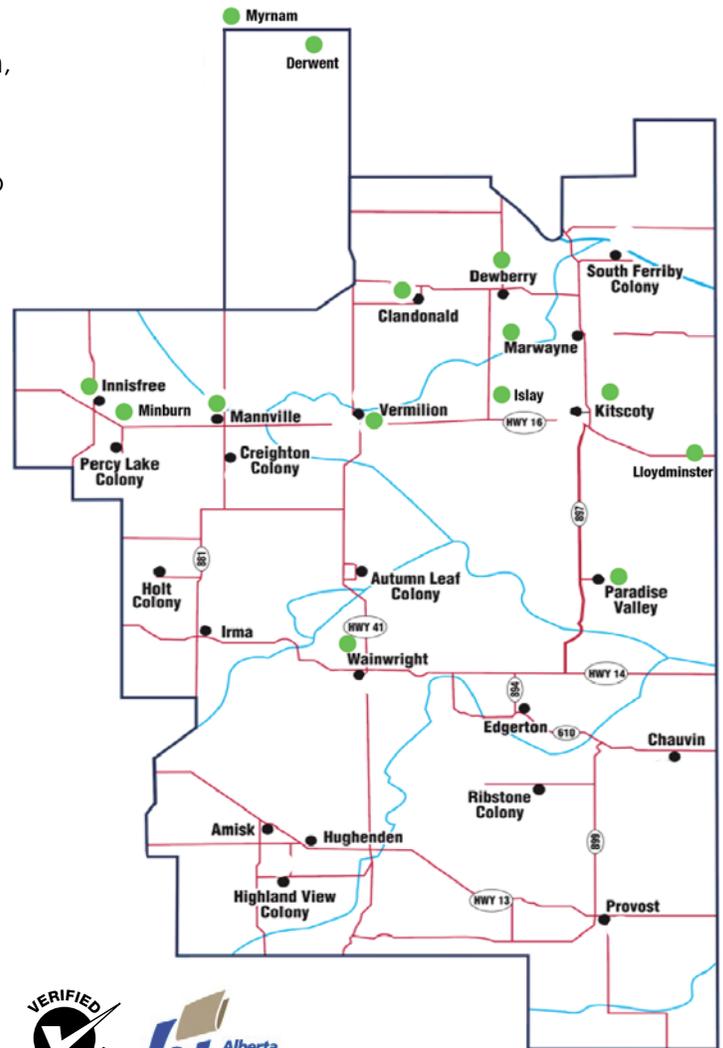
**Business Section  
Corporate**  
(2.5 X 1.5)



**Business Section  
Home Based**  
(2 X 1)

# DISTRIBUTION

We deliver your paper to the municipalities of Vermilion, Mannville, Minburn, Islay, Innisfree, Myrnam, Derwent, Dewberry, Clandonald, Marwayne, Kitscoty, Paradise Valley as well as Lloydminster and Wainwright. Countless people have taken the time to stop the delivery personnel and come by the office just to say how much they enjoy the Vermilion Voice. That's something of which we are very proud.



TUESDAY CIRCULATION		
Vermilion	T9X	2,550
Mannville	T0B 2W0	300
Minburn	T0B 3B0	100
Islay	T0B 2J0	100
Innisfree	T0B 2G0	150
Myrnam	T0B 3K0	200
Derwent	T0B 1C0	100
Dewberry	T0B 1G0	100
Clandonald	T0B 0X0	100
Marwayne	T0B 2X0	150
Kitscoty	T0B 2P0	150
Paradise Valley	T0B 3R0	100
Lloydminster	T9V / S9V	1,000
Wainwright	T9W	400



## FLYERS

**MAXIMUM WEIGHT:** 80 grams, **Overweight:** 1¢ per 50 grams

**DEADLINE:** Friday prior to publication day.

**Quantity :** 5,500      **COST:** \$100 per 1,000

*Inserts must be bundled or boxed and not loose on pallet.*

### SHIPPING ADDRESS:

**Star News Inc.**  
1027 3rd Avenue,  
Wainwright, Alberta T9W 1T6

For More Information Contact:

**The Vermilion Voice**

5006 - 50 Ave, Vermilion AB  
T9X 1A2

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