

The ANCHOR WEEKLY **Media Kit 2010**

In the community, about
the community, for the
community since 2003

PUBLISHED WEEKLY

DISTRIBUTION AREAS:

Chestermere	5100
Langdon	1250
By Paper Carrier	

East Calgary	2500
Strathmore	1250
By Box & Rack	

TOTAL
CIRCULATION: 10,000

Total Households	9,745
Average Household Income	\$135,000
Median Household Income	\$88,600
Readership (3.1 per paper)	31,000

Source: Statistics Canada 2002 Family Data, NID, SAAD

Anchor Advertising reaches 100% of this valuable market!

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Why Advertise? Advertising is News and Information about **YOUR** Products and Services.

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If you're afraid business is heading for a slowdown, that's ***the best possible reason*** to increase your advertising in credible publication that has a ***constant and consistent*** presence within your sales demographic. With advertising rates that are ***within reach of your budget*** in a publication that is credible and well read, the Anchor is ready to help you with your business goals. Investing into an advertising program for your business is ***an investment in your success and greater sales.***

“Your Business IS Our Business”

Three Easy Steps to Advertising in the Anchor Weekly

- 1** Call our helpful and friendly Marketing Representative to discuss your long term advertising needs or to book your ad space. Discounted programs are in place for advertisers who book frequency ads. (All payment must be made in advance of publication to take advantage of this offer)
- 2** Submit any text information, photos or logos that you would like to appear in your ad to:
Jenn@theanchor.ca or
ads@theanchor.ca
along with your ad request. Or submit your camera ready ad for publication. (See page 4 to see what types of files are accepted)
“Your Business is Our Business”
- 3** ***Review and approve your ad proof! Ready for publication!***

.....
Call your Marketing Representative now!
.....

Jenn Cook
Marketing Representative
The Anchor Weekly
403.774.1352
Email: **jenn@theanchor.ca**

2009 Display Advertising Sizes & Rates (Gross)

The Anchor Weekly Prices in Effect January through July 2010

Line rates: Open: 87¢

35% surcharge for guaranteed placement.
Ad size will be billed in column increments
5 column ads will be billed as 6 column ads

Mechanical:

6 columns
10.34" wide x 11.5 deep

Column width:

1 column - 1.587" 4 column - 6.839"
2 column - 3.337" 5 column - 8.589"
3 column - 5.088" 6 column - 10.34"

Frequency Discounts

1 - 3	Insertions	0%
4 - 7	Insertions	5%
8 - 12	Insertions	7%
13 - 25	Insertions	10%
26 - 50	Insertions	15%
50 +	Insertions	20%

Front Page Advertising

Bottom Banner Ad

Size: 10.134" wide x 1.5" high
\$315.00 per issue

Top Corner Ad #1 or #2

1.5" wide x 1.339" high
\$120.00 per issue
\$180.00 for both ad spaces

Talk to your account executive about longer terms and campaigns

INSERTS
Call Your Account Executive for details, but typically 10¢ per insert

NO Additional Charge for Full COLOUR in 2010

Display Ad Sizing:

Full Page
6 col x 11.5" high

\$845.75

\$281.91

2/3 Page
4 col x 11.5" high

\$563.82

\$209.24

1/2 Page Horizontal
6 col x 5.687" high

\$418.23

\$103.31

1/2 Page Vertical
3 col x 11.5" high

\$418.23

\$69.16

2 col x 11.5" high
1/3 Page side bar

1/4 Page
3 col x 5.687" high
1/4 Page banner
6 col x 2.8" high

1/8 Page
3 col x 2.812" high

1/12 Page
2 col x 2.812" high

Ads & Creatives can be emailed to ads@theanchor.ca

Classifieds

\$10.00 for 25 words
30¢ a word over 25.

Clipboard Ads and Business Card Ads

Contact your Marketing Representative to enquire about these advertising options available in the "Trades" section of the newspaper.

* Payable in advance only. Visa/MasterCard/Debit

Terms of Payment:

- **New advertisers must pay in advance** until good credit standing has been established.
- **All Display Advertising** must be paid within 15 days of print date or contract date or interest will be applied.
- Classified As must be paid for in advance
- Inserts must be paid for in advance.
- We accept **Cash, Cheque, Visa and Mastercard, Paypal and electronic Payment**

Ad Deadlines/Camera Ready Art

The Anchor Weekly

Ad Deadlines: (For the Following Thursdays Publication)

Space Booking	Friday	5:00 PM
Display Ads	Friday	5:00 PM
Camera Ready	Monday	12:00 PM
Classifieds	Tuesday	12:00 PM

Camera Ready Art can be accepted in these programs:

- Adobe Acrobat 4.0 (or greater)
- Adobe Illustrator 9.0 (or greater)
- QuarkXpress 4.0 (or greater)
- Adobe Photoshop 5.5 (or greater)

Ads & Creatives
can be emailed to:
ads@theanchor.ca

or contact:

Jenn Cook
Marketing Representative
The Anchor Weekly
403.774.1352
Email: jenn@theanchor.ca

We *DO NOT* Accept photos embedded in documents, nor do we accept MS Publisher Documents as they will cause errors in printing.

Need more details on ad and artwork submissions?

Checklist for Customers Who Furnish Digital Files for Printed Publications

See list of programs below. Check to see that page dimensions are correct. Are images in grayscale or CMYK process (see using images below) Embed all fonts. (important! see Fonts & PDF below) Format is PDF, TIFF, EPS or Photoshop PSD format.

Publishing Programs: The Anchor can accept the following file types:

- Quark (include all fonts and images)
- Illustrator (outline all fonts. send .eps file)
- InDesign (outline all fonts. send .eps file)
- Photoshop (.tif, .eps, high-res .jpg or .psd)
- Acrobat PDF compatible with Acrobat 4.

Due to it's program limitations, Microsoft Word can be used for copy & paste of text only. Photos & Images imbedded in the document cannot be used and will not print. Photos and images must be sent as an additional attachment.

Using Images

Set all imported images to grayscale or CMYK process if color is intended .Be sure all image formats are PDF, TIFF, EPS or Photoshop PSD format. (LZW compression should not be used on TIFF files. Save files as Mac compression). Make sure no JPEG or PICT files have been used in preparing your file, they may contain RGB, duotone or indexed gray colors and will have to be converted. Do not use any images downloaded from the internet.

Photo Releases

Due to FOIP considerations, the photograph of any person under the age of majority must be accompanied by a signed release.

Optimize Your Image

Line Screen or Frequency: 100 lpi Dots per inch or Resolution: 200dpi Dot gain: 30% Gray: Gray Gamma 1.8 CMYK: SWOP (uncoated) All images should be furnished in PDF, TIFF, EPS, HI-RES or JPG format.

Resolution

Color and grayscale scans should be scanned at 300 dpi. Line art should be scanned at 800-1200 dpi.

Page Size Settings

Set up your page size in your layout program to be the exact dimensions of the final printed piece.

Fonts

No Composite/Double byte or Type 3 fonts. TrueType or specialized fonts don't always work. We recommend PostScript Type 1 fonts for the best output results. When sending a file, be sure to include your screen and printer fonts.

Reverse Type

To make sure your reverse type is readable, avoid using type that is too small. San serif and bold typefaces are the best choices for reverse type. Please ensure reverse type does not knock out of more than two colors.

PDF

When creating a PDF to be printed, be sure to embed all fonts. Changes cannot be made to PDF files. Make PDFs compatible with Acrobat 7.

Microsoft Publisher, PowerPoint, & Excel files are not accepted.

