



ANCHOR Media Inc.

Print | Digital
2019 Media Kit

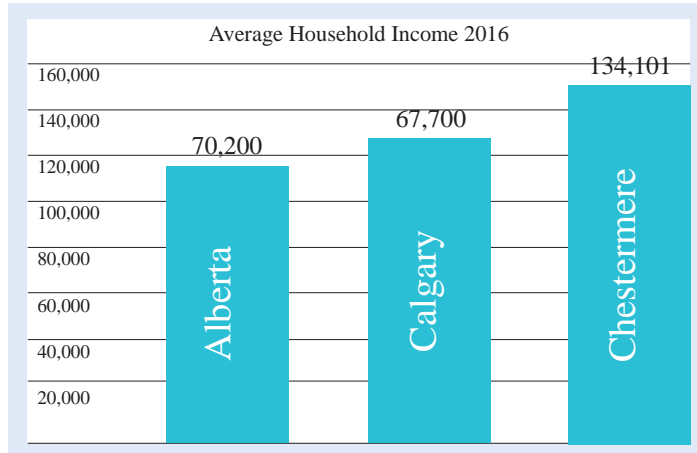
Chestermere Anchor News | Print & Online Directories | Maps



Alberta Magazine
Publishers Association

The Chestermere Anchor City News is a member of the Alberta Weekly Newspaper Association and The Alberta Magazine Publishers Association and is Circulation verified by CMCA.

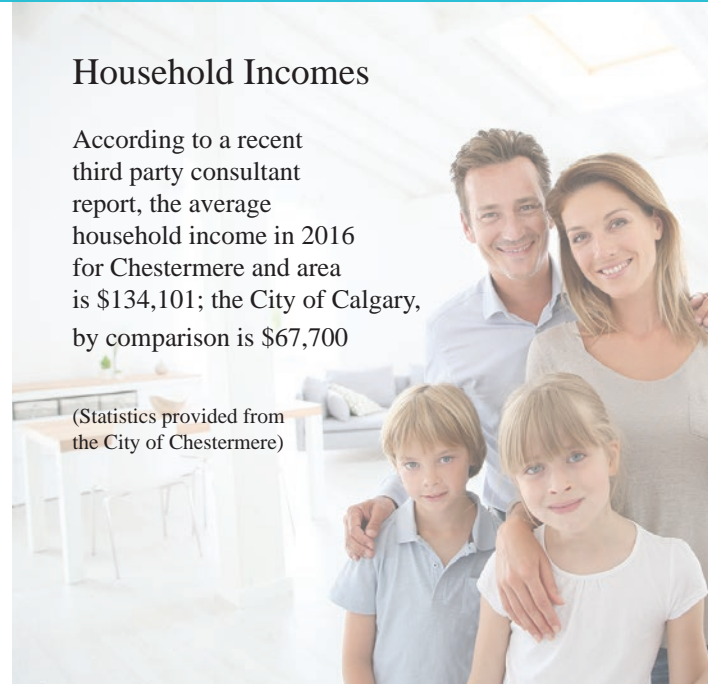
Sound Reason to Advertise in Chestermere



Household Incomes

According to a recent third party consultant report, the average household income in 2016 for Chestermere and area is \$134,101; the City of Calgary, by comparison is \$67,700

(Statistics provided from the City of Chestermere)



Just the Facts

Population

Population:	20,372
Population growth since 2011:	34%
Average household size:	3.2
Projected population of by 2040	51,842

Age

Residents under 20	30.2%
Residents between the ages of 20 - 40	25.1%
Residents between the ages of 40 - 60	29.4%
Residents over the age of 60	13.4%
Undetermined	1.7%

Gender

Female	49.2%
Male	48.6%
Undetermined	2.0%

Home Status

Owned	85.9%
Rent	8.6%
Other	3.6%
Undetermined	1.6%

Housing Type

Single detached	74.1%
Semi Detached	6.8%
Triplex, Quadruplex	0.2%
Townhouse	10.0%
Apartment	1.7%
Other	1.5%
Vacant	3.4%
Undetermined	1.8%

(Statistics from the 2018 Chestermere Census)

Circulation | Distribution | Chestermere Anchor City News

Weekly Print Circulation	7,000
Monthly Print Circulation <i>(based on 4 wk month)</i>	28,000
Annual Print Circulation <i>(based on 52 wks)</i>	364,000

Print Distribution

Complimentary copy delivered weekly to each residence, (by carrier) in Chestermere.
Delivery complete Thursdays 6:00 pm

| Residential | Business drops | Box drops Chestermere | Points of interest | Free newstands

Digital Distribution

Full version available online on Tuesday at: www.theanchor.ca.

Readership | Print

Weekly Print Readership	21,700
Monthly Print Readership <i>(based on 4 wk month)</i>	86,000
Annual Print Readership <i>(based on 52 wks)</i>	1,128,400

Readership | Print & Digital

Weekly Print & Digital Readership	42,200
Monthly Print & Digital Readership <i>(based on 4 wk month)</i>	168,800
Annual Print & Digital Readership <i>(based on 52 wks)</i>	2,194,400

Content

The Chestermere Anchor. . . unfolding in front of you since 2003. Independently and Locally Owned & Operated.

Since 2003, The Chestermere Anchor has been Chestermere's premier source for news.

The Chestermere Anchor is community focused and reader driven.

We are the voice of the area's vibrant urban and rural communities. Committed to community reporting, The Chestermere Anchor works to develop strong relationships with our readers, advertisers, and local cultural, service, educational, entertainment, sports, and business communities.

The Chestermere Anchor's goal is to reflect the community we serve and to help drive debate toward creating a prosperous future for our readership area.



For Information and Advertising Inquiries:

Dale Reimer

t: 403.803.8752

e: dale@theanchor.ca

Newspaper Advertising Rates (Print) *All rates subject to GST

Ad size	1 week	4 weeks	8 weeks	13 weeks	26 weeks	52 weeks
Front page banner	365.78	347.50	340.18	329.21	310.93	284.10
Front page earlug	214.42	197.80	193.64	187.40	176.98	166.57
Back cover	1124.38	1068.16	1048.95	1011.94	955.69	899.35
*Sponsored full pg advertorial	1,200.00					
Double Spread	1539.69	1462.71	1431.90	1385.74	1308.74	1231.76
Full page	961.21	914.19	894.94	866.08	817.96	769.85
2/3 page	653.91	631.23	608.15	588.53	555.84	523.54
Half page	484.53	460.31	450.46	436.08	411.86	387.63
1/3 page	326.87	311.15	304.59	286.19	294.77	262.01
1/4 page	248.73	236.30	231.32	223.87	211.43	198.98
1/8 page	128.08	121.67	119.10	115.26	108.87	102.46
* Business card ad Professional Services Section	54.83	52.08	50.99	49.33	46.60	43.85
Guaranteed page or placement for ads: Add 25%						
Line Rates: National Open - 0.945¢ Net: - 0.803¢						

*Sponsored native ad - Full page - requires advanced booking of 3 weeks * All ads include process color.

Special Sections

Driving Spring (Auto & RV)	Mar 28, 2019	Green Living	September, 2019
Lawn & Garden Guide	May 16, 2019	Holiday Gifts & Lifestyle	November, 2019
Distinctive Properties (Real Estate)	May 30, 2019		

Classifieds

Classified rate: 10.00 for the first 25 words | .30 each word after | paid in advance

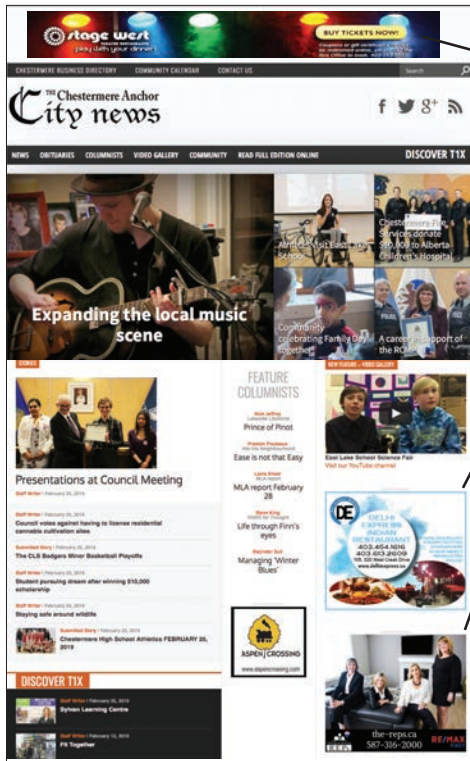
Deadlines

Ad bookings requiring design	Thursday noon
Ads camera ready	Friday noon
Inserts	10 days prior

Newspaper Ad Sizing (inches)

<p>Front page banner</p> <p>10.34" wide x 1.5" high</p>	<p>Front page earlug</p> <p>1.9" wide x 2.4" high</p>	<p>Full page Back cover or Sponsored advertorial</p> <p>10.34" wide x 11.5" high</p>	<p>Ad Size (Width x Height) (Inches)</p> <ul style="list-style-type: none"> •Front page banner 10.34" x 1.5" •Front page earlug 1.9" x 2.4" •Back Cover 10.34" x 11.5" •Sponsored advertorial 10.34" x 11.5" •Double Truck 21.5" x 11.5" •Full page 10.34" x 11.5" •2/3 page 6.839" x 11.5" •Half page 10.34" x 5.6" •1/3 page 3.337" x 11.5" •1/4 page 5.088" x 5.6" •1/8 page 5.088" x 2.6" •Business card 3.337" x 2"
<p>Double spread</p> <p>21.5" wide x 11.5" high</p>	<p>2/3 page</p> <p>6.839" wide x 11.5" high</p>		
<p>1/2 page horizontal</p> <p>10.34" wide x 5.6" high</p>	<p>1/3 page vertical</p> <p>3.337" wide x 11.5" high</p>	<p>1/4 page square</p> <p>5.088" wide x 5.6" high</p>	
<p>1/4 page banner</p> <p>10.34" wide x 2.6" high</p>	<p>1/8 page</p> <p>5.088" wide x 2.6" high</p>	<p>Business card Professional Services Section</p> <p>3.337" wide x 2" high</p>	

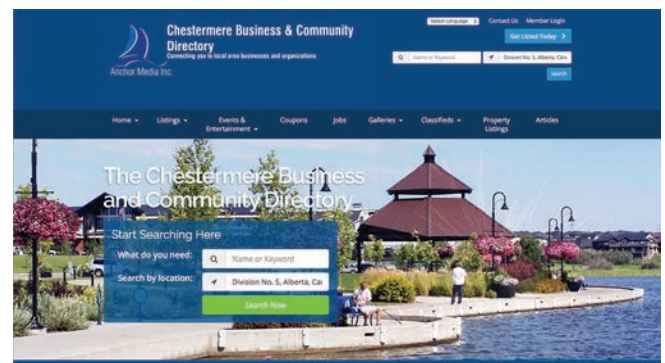
Website Advertising | Chestermere | Langdon | Strathmore



Chestermere Anchor City News Website
www.theanchor.ca

Ad description	Ad size	Cost per month
Leaderboard Ad	728 x 90 pixels	62.50 per month
Box Ad	300 x 250 pixels	29.17 per month
Skyscraper Ad	160 x 600 pixels	45.00 per month

Website advertising (web ad sizes noted above) are available on each of the Anchor Media Inc. websites illustrated below.



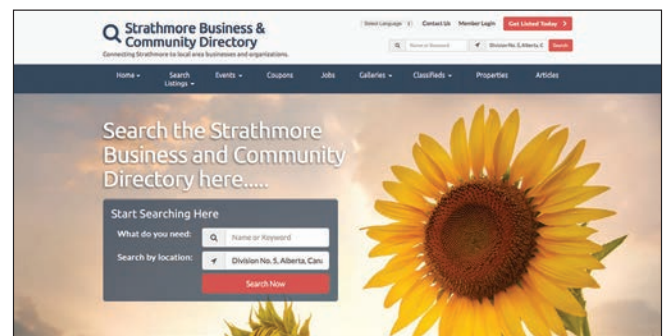
Chestermere Business & Community Directory Website
www.chestermeredirectory.ca



Chestermere.com Website
www.chestermere.com



Langdon Business & Community Directory Website
www.langdondirectory.ca



Strathmore Business & Community Directory Website
www.strathmoredirectory.ca



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Directory Listings | Chestermere | Langdon | Strathmore

Basic	Featured	Premium	Ultra
Free to Join List your business or organization in seconds!	\$9.99 / month	\$19.99 / month	\$24.99 / month
Searchable Listing	Searchable Listing	Searchable Listing	Searchable Listing
3rd in Search Results	2nd in Search Results	1st in Search Results	1st in Search Results
Only 1 Category	Up to 5 Categories	Up to 10 Categories	Up to 10 Categories
Add Phone Number	No Ads on Listing	No Ads on Listing	No Ads on Listing
Add Logo	Add Phone Number	Link Website & Social Media	Link to Website & Social Media
X	Add Logo	Add Phone Number	Add Phone Number & Logo
X	X	Receive Reviews	Receive Reviews
X	X	Publish Events	Publish Events
X	X	Publish Articles	Publish Articles
X	X	Add Logo	Create Coupons
X	X	X	Create Property Listings
			Create Job Listings
CREATING LISTING	CREATING LISTING	CREATE LISTING	CREATE LISTING

Have your business information available at all times in one or all of our regional directories.

- **Chestermere Business & Community Directory Website**

www.chestermeredirectory.ca

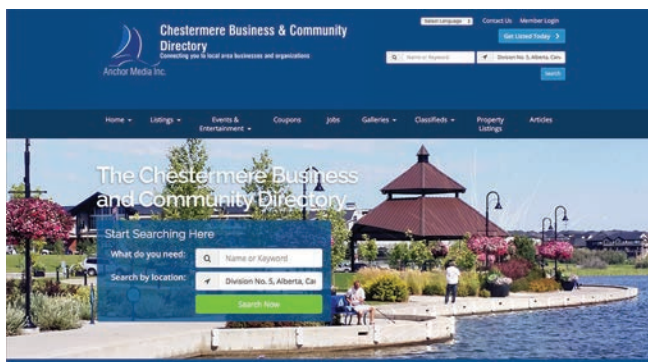
- **Langdon Business & Community Directory Website**

www.langdondirectory.ca

- **Strathmore Business & Community Directory Website**

www.strathmoredirectory.ca

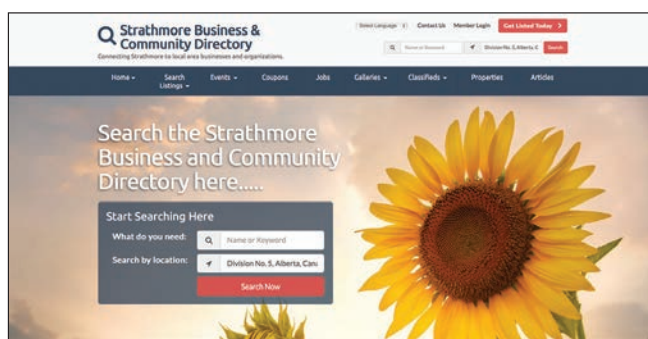
Directory Business listings are available on any of our regional directories illustrated below. Choose the level of exposure your company or organization is looking for. Searchable by business name | category | location. These directories can display in multiple languages and include maps and your location details. Social Media links, website links, and the ability to request reviews from your customers and more. Publish articles that create interest for your business on the home page or include events you may be hosting. Create your property listings, or coupons. Visit any one of our directory websites and click on the “Get Listed” tab on the top right to create your listing or email us and request that we set up your listing on your behalf. Directory listing are available to all advertisers.



Chestermere Business & Community Directory Website
www.chestermeredirectory.ca



Langdon Business & Community Directory Website
www.langdondirectory.ca



Strathmore Business & Community Directory Website
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Contact Us

Anchor Media Inc.
Chestermere Anchor City News | Print & Online Directories | Maps

t: 403.774.1322 f: 866.552.0976

e: info@theanchor.ca

Mailing: PO Box 127, Chestermere, AB, T1X 1K8

Email Contacts

Classifieds	classifieds@theanchor.ca	Letters	letters@theanchor.ca
Obituaries	barb@theanchor.ca	General:	ads@theanchor.ca
News	news@theanchor.ca	Production & Administration:	stephen@anchormedia.ca

Key Contacts

For Advertising Enquiries:

Dale Reimer
t: 403.803.8752
e: dale@anchormedia.ca

Directories - Online & Print Chestermere | Langdon | Strathmore

Barb Jeffrey
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Anchor News Reporter

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Chestermere Annual Map

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Publisher

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