ANCHOR Media Inc.

Print | Digital
2019 Media Kit

Chestermere Anchor News | Print & Online Directories | Maps

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.
### 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 detatched: 74.1%
- Semi Detatched: 6.8%
- Triplex, Quadraplex: 0.2%
- Townhouse: 10.0%
- Apartment: 1.7%
- Other: 1.5%
- Vacant: 3.4%
- Undetermined: 1.8%

(Statistics from the 2018 Chestermere Census)

### 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)

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**For Information and Advertising Inquiries:**
Dale Reimer
- **t:** 403.803.8752
- **e:** dale@theanchor.ca
Circulation | Distribution | Chestermere Anchor City News

Weekly Print Circulation  7,000
Monthly Print Circulation (based on 4 wk month) 28,000
Annual Print Circulation (based on 52 wks) 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 (based on 4 wk month) 86,000
Annual Print Readership (based on 52 wks) 1,128,400

Readership | Print & Digital
Weekly Print & Digital Readership 42,200
Monthly Print & Digital Readership (based on 4 wk month) 168,800
Annual Print & Digital Readership (based on 52 wks) 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.
Newspaper Advertising Rates (Print)  *All rates subject to GST

<table>
<thead>
<tr>
<th>Ad size</th>
<th>1 week</th>
<th>4 weeks</th>
<th>8 weeks</th>
<th>13 weeks</th>
<th>26 weeks</th>
<th>52 weeks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Front page banner</td>
<td>365.78</td>
<td>347.50</td>
<td>340.18</td>
<td>329.21</td>
<td>310.93</td>
<td>284.10</td>
</tr>
<tr>
<td>Front page earlug</td>
<td>214.42</td>
<td>197.80</td>
<td>193.64</td>
<td>187.40</td>
<td>176.98</td>
<td>166.57</td>
</tr>
<tr>
<td>Back cover</td>
<td>112.43</td>
<td>1068.16</td>
<td>1048.95</td>
<td>1011.94</td>
<td>955.69</td>
<td>899.35</td>
</tr>
<tr>
<td>*Sponsored full pg advertorial</td>
<td>1200.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Double Spread</td>
<td>1539.69</td>
<td>1462.71</td>
<td>1431.90</td>
<td>1385.74</td>
<td>1308.74</td>
<td>1231.76</td>
</tr>
<tr>
<td>Full page</td>
<td>961.21</td>
<td>914.19</td>
<td>894.94</td>
<td>866.08</td>
<td>817.96</td>
<td>769.85</td>
</tr>
<tr>
<td>2/3 page</td>
<td>653.91</td>
<td>631.23</td>
<td>608.15</td>
<td>588.53</td>
<td>555.84</td>
<td>523.54</td>
</tr>
<tr>
<td>Half page</td>
<td>484.53</td>
<td>460.31</td>
<td>450.46</td>
<td>436.08</td>
<td>411.86</td>
<td>387.63</td>
</tr>
<tr>
<td>1/3 page</td>
<td>326.87</td>
<td>311.15</td>
<td>304.59</td>
<td>286.19</td>
<td>294.77</td>
<td>262.01</td>
</tr>
<tr>
<td>1/4 page</td>
<td>248.73</td>
<td>236.30</td>
<td>231.32</td>
<td>223.87</td>
<td>211.43</td>
<td>198.98</td>
</tr>
<tr>
<td>1/8 page</td>
<td>128.08</td>
<td>121.67</td>
<td>119.10</td>
<td>115.26</td>
<td>108.87</td>
<td>102.46</td>
</tr>
<tr>
<td>* Business card ad Professional Services Section</td>
<td>54.83</td>
<td>52.08</td>
<td>50.99</td>
<td>49.33</td>
<td>46.60</td>
<td>43.85</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Section</th>
<th>Date</th>
<th>Supplement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Driving Spring (Auto &amp; RV)</td>
<td>Mar 28, 2019</td>
<td>Green Living</td>
</tr>
<tr>
<td>Lawn &amp; Garden Guide</td>
<td>May 16, 2019</td>
<td>Holiday Gifts &amp; Lifestyle</td>
</tr>
<tr>
<td>Distinctive Properties (Real Estate)</td>
<td>May 30, 2019</td>
<td>Green Living</td>
</tr>
</tbody>
</table>

Classifieds

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

Deadlines

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ad bookings requiring design</td>
<td>Thursday noon</td>
</tr>
<tr>
<td>Ads camera ready</td>
<td>Friday noon</td>
</tr>
<tr>
<td>Inserts</td>
<td>10 days prior</td>
</tr>
</tbody>
</table>

For Information and Advertising Inquiries:
Dale Reimer
t: 403.803.8752
c: dale@theanchor.ca
Newspaper Ad Sizing (inches)

- **Front page banner**
  - 10.34” wide x 1.5” high

- **Front page earlug**
  - 1.9” wide x 2.4” high

- **Back cover or Sponsored advertorial**
  - 10.34” wide x 11.5” high

- **Double spread**
  - 21.5” wide x 11.5” high

- **2/3 page**
  - 6.839” wide x 11.5” high

- **1/2 page horizontal**
  - 10.34” wide x 5.6” high

- **1/3 page vertical**
  - 3.337” wide x 11.5” high

- **1/4 page square**
  - 5.088” wide x 5.6” high

- **1/4 page banner**
  - 10.34” wide x 2.6” high

- **1/8 page**
  - 5.088” wide x 2.6” high

- **Business card**
  - Professional Services Section
  - 3.337” wide x 2” high

- **Business card**
  - 3.337” x 2”

For Information and Advertising Inquiries:
Dale Reimer

t: 403.803.8752
e: dale@theanchor.ca
Website advertising (web ad sizes noted above) are available on each of the Anchor Media Inc. websites illustrated below.

<table>
<thead>
<tr>
<th>Ad description</th>
<th>Ad size</th>
<th>Cost per month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard Ad</td>
<td>728 x 90 pixels</td>
<td>62.50 per month</td>
</tr>
<tr>
<td>Box Ad</td>
<td>300 x 250 pixels</td>
<td>29.17 per month</td>
</tr>
<tr>
<td>Skyscraper Ad</td>
<td>160 x 600 pixels</td>
<td>45.00 per month</td>
</tr>
</tbody>
</table>

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e: dale@theanchor.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
  www.strathmoredirectory.ca

For Information and Advertising Inquiries:
Dale Reimer
t: 403.803.8752
e: dale@theanchor.ca
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
Obituaries barb@theanchor.ca
News news@theanchor.ca
Letters letters@theanchor.ca
General: ads@theanchor.ca
Production & Administration: stephen@anchormedia.ca

Key Contacts

For Advertising Enquiries:

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

Anchor News Reporter

Emily Rogers
t: 403.775.7525
e: emily@theanchor.ca

Distribution & Delivery

Larry Christman
e: delivery@theanchor.ca

Directories - Online & Print
Chestermere | Langdon | Strathmore

Barb Jeffrey
t: 403.901.2766
e: barb@anchormedia.ca

Chestermere Annual Map

Barb Jeffrey
t: 403.901.2766
e: barb@anchormedia.ca

Publisher

Stephen Jeffrey
e: stephen@theanchor.ca

For Information and Advertising Inquiries:
Dale Reimer
t: 403.803.8752
e: dale@theanchor.ca