

anchormedia^{inc}

The Advertising Gateway from Chestermere to the Badlands

RADIO * SOCIAL * VIDEO * WEB * WEEKLY DIGITAL E-PAPER

RATES & MEDIA KIT

2023



**Smart.
Savvy.
Essential.
In Tune.**

The Official News Purveyor of Chestermere
*serving our readers and listeners
from the Bow to the Badlands*

For Information and Advertising Inquiries:

t: 403.770.9448
sales@anchormedia.ca

About Us

Leading in Information Updates



THE NEW CHESTERMERE ANCHOR

After 17 years and over 900 print editions, we are now available in digital format only, and our reach continues to increase

Published since 2000, The Chestermere Anchor is a hyper-local publication that provides readers local news coverage, community and social events, information on local shopping, and contemporary coverage of arts and entertainment.

With a subscription of 9200+, the Anchor reaches active, educated, and affluent readers, who look to the Anchor to guide their lifestyle and entertainment choices. Readers rely on the Anchor's coverage of local social issues, politics, arts, and culture to keep themselves apprised of what is happening in their community.

The residents of Chestermere, Langdon, Conrich, Lyalta, Mossleigh, Carseland, Gliechen, Rosebud and areas are nothing like you have seen elsewhere in the region. Literate, Highly articulate, Politically aware, and Socially conscious. They are a group with a mind all their own.

To reach out to our eclectic group of readers, you need an eclectic publication. Our unique style of web, social, radio and digital magazine reaches that group of people.

Hyper-Local publishers have always occupied a specific niche in the media marketplace. They are a vehicle for highly localized communications, linked to community interests and issues.



403.770.9448



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Why People Love Us

Most effective media for the Chestermere market.



How to find us

<https://epaper.theanchor.ca>

<https://theanchor.ca>

<https://chestermeredirectory.ca>

<https://cfrtherogue.com>



THE OPINION LEADER

Anchor readers and Rogue radio listeners trust us and turn to us for unbiased news and recommendations on the lifestyle's best fashion, business, services, and entertainment.



DIFFERENCE

We care about people's life improvement. When we add our voice to the share the biggest issues in people lives, our readers listen.



KNOW BEST

The writers, journalists and editors at The Anchor and the Rogue are held in high esteem as experts on many life interests: the only independent reviews in town, editorials, carefully curated lifestyle information and the most comprehensive event latest happenings.



BRAND ENGAGEMENT

We provide a complete portfolio of news and lifestyle content, from digital to online to social, that caters to the needs of our readers. These channels enable our clients to reach out — and be engaged with their desired demographic

Chestermere Anchor news content is available to all readers on desktop, tablet and mobile devices, as is our video and social content.



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Media Channels

Interactive Information

theanchor.ca
the
website

Facebook
news articles &
updates

e-paper
40+ new pages weekly

All free to all readers



Multi-Media Ability

Now the Anchor can add hyperlinks to your website directly from your ad, as well as adding video or audio to your ad

Hyperlink 

Video 

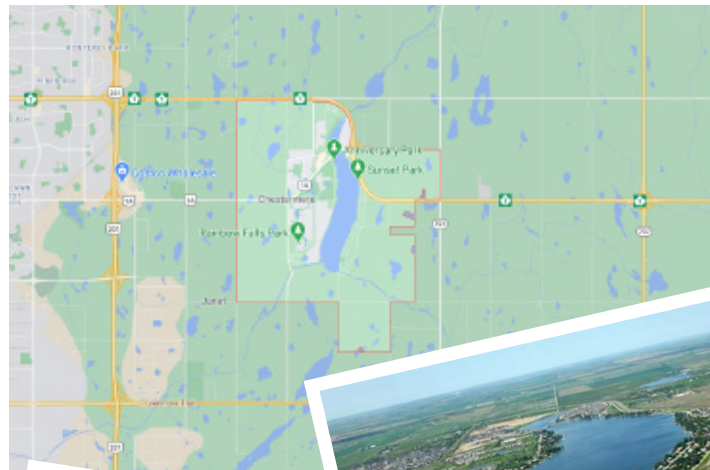
Audio 

DIGITAL MEDIA DISTRIBUTION

Our readership ranges from the community looking for news and commentary to that same group looking for events, a crossword, or even a new recipe.

We deliver our products to our subscribers computers, tablets and smart phones every Tuesday.

We speak directly to the city's most affluent and active young professionals.



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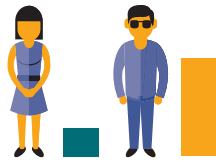
sales@anchormedia.ca

Demographics

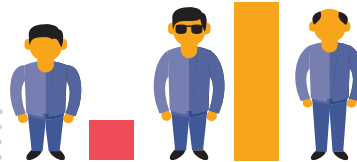
Chestermere e-paper

Chestermere Community Demographics

GENDER



MALE – 49.2%
 FEMALE – 48.6%
 OTHER - 2.0%



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

AGES

Population

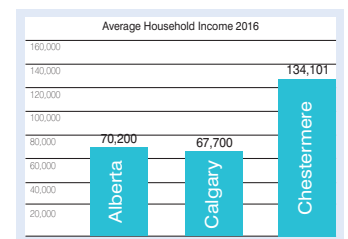


Population: 20,372
 Pop. growth since 2011: 34%
 Average household size: 3.2
 Projected pop by 2040: 51,842

20,372
 34%
 3.2
 51,842



Household Income



Housing Type



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

Home Status



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

(Statistics from the 2018 Chestermere Census)



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WEB

SAFEWAY 
Ingredients for life...

Online
Browse
options
product

Leaderboard 728 x 90 pixels

DISPLAY ADS SUBMISSIONS

Online ads can be sent to us in electronic form by Email in most formats including GIF, JPEG, PDF and Photoshop.

Your image must be provided exactly the size of the Zone you have booked.

Due Dates: 3 business days prior to start of campaign; 7 business days prior for Rich Media.

ADS WE PRODUCE FOR YOU

If Anchor Media Inc. is creating your ad, deadlines include 2 rounds of changes. Additional changes will be subject to extra production charges.

WHOLE PAGE

We can design a "splash page" for your company. We can create a splash or landing page that your banners can link to. Specifically designed to match your existing promotions, a splash page is a great way to customize your message for an online audience cost-effectively. You cost your digitized print ad with coupons, or collect valuable customer information with a contact form. Width 580 pixels, height variable.

EMAIL MEMBERS

We have 9,000 + readers signed-up to receive the Chestermere Anchor each week. Include your message.

Full Banner 468 x 80



THE LAKESHORE
LASER • ESTHETICS • TANNING

Visit our website for our
full menu of treatments
and Spa Packages!

Gift Certificates Available

Book your
Appointment Online!

403.273.LAKE (5253)

 www.thelakeshorespa.com
202, 320 West Creek Drive, Chestermere

Medium Rectangle 300 x 250

AD SIZES

The display zones can carry GIFs, JPGs, animations, external banners and HTML banners.

Each php zone is shared by a varying number of advertisers. However each ad will only change when a reader turns to another page.

LINKS

All online ads are linked to either your web URL or Email address.




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e Savings
 through our many online savings
 to find the best deals on
 s you use every day

FREE Delivery
 on your first order
Plus 60 more days FREE!
 Learn More ▶



Leaderboard 728 x 90 pixels



CFTR
THE ROGUE
 Classic Rock
 & Community Talk
 Internet Radio

FOR OUR LISTENERS
 FROM THE BOW
 TO THE BADLANDS

division of Anchor Media Inc

News and Entertainment.

Netcast out of Chestermere for our
 listeners from the Bow to the Badlands

We are the best boomer music in the
 region.

<https://cfrtherogue.com>



Sky Scraper 160 x 600 Px



We're bringing healthcare
 directly to those who
 need it most.

let's make the future friendly.™

Learn more

Rectangle 180 x 150

Shortlisted for the Arthur Ellis Award for BEST FIRST BOOK!
 "A powerful ride through the dark and raw of Montreal."
 — *Ruby Reddy*

THE DEAD OF WINTER
 A Luc Venter Novel

PETER KIRBY

Button 120 x 90

Zone	Size	Price
Medium Rectangle	300 x 250	\$85
Leaderboard	728 x 90	\$110
Full Banner	468 x 60	\$80
Button	120 x 90	\$55
Skyscraper	160 x 600	\$110
Small Rectangle	190 x 150	\$75

TARGETTING

So you can target a particular kind of reader you may have your ad appear in whatever of our sections you chose. Default is all sections.

Also you can target your ads to appear within time parameters such as certain days of the week; specific dates; hours of the day.

LEADERBOARD

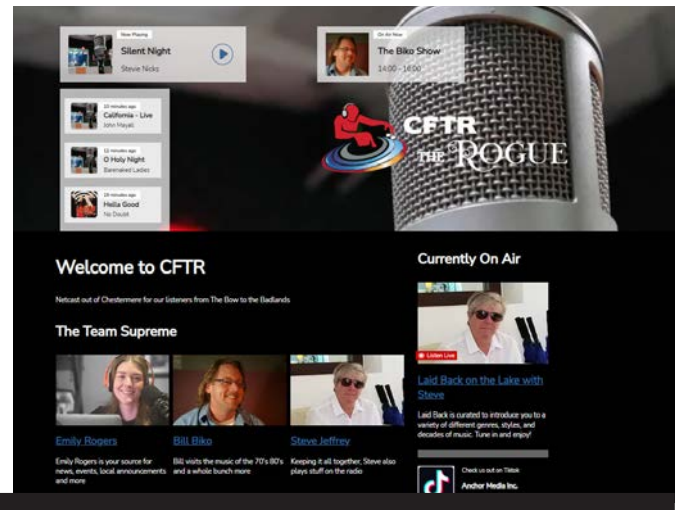
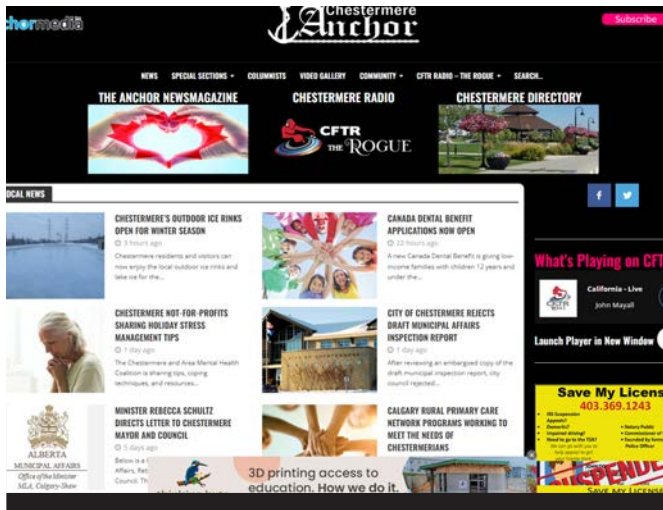
The Leaderboard zone is different for it heads the entire website. Anchor Media's leaderboard zone is unique in that it carries five ads that constantly rotate with 20% deliveries. Leaderboard ads appear across the top of every page including the home page so cannot be targeted. File format for leaderboards is static images only.



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sales@anchormedia.ca



ONLINE CONTENT

Our websites are updated throughout the day with news, sports, entertainment, local shopping, contests and more.

Your ad on our websites puts you in front of people who are actively seeking local news and information.

Our website content includes:

NEWS: Local and provincial news as well local weather and comment

The Anchor is the pulse of the local community, but also offers regional, national and world news.

Anchor Media provides the most up-to-date news and information in the city and region.

Check the website regularly for updates or sign-up to receive email updates of breaking news in your inbox.

ENTERTAINMENT

We provide Arts & Culture, Music Reviews, Book Reviews, Theatre and Movie Reviews, and a detailed listing of community events across all of our medium and digital properties.

OPINIONS, EDITORIALS, BLOGS

Theanchor.ca is home to a wide variety of editorial blogs. Local news, sports, politics and neighborhoods are all featured. Site visitors can participate in the online dialogue by posting comments.

JOBS & BIDS

Post Jobs, bids and classifieds and target active and passive job seekers.

VIDEO

Video News is available for visitors to view.

E-MAIL ADVERTISING

We also offer advertising space on our bi-weekly Breaking NewsBlasts. And we have a huge mailing list. By advertising in our NewsBlasts you will culturally target the kind of people who read the Anchor.



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research online before purchasing

89% OF CUSTOMERS RESEARCH ONLINE FIRST, BEFORE MAKING THEIR FINAL IN-STORE PURCHASE

The Internet has created a new shopping paradigm Research Online, Buy Offline. Eighty-nine percent of people research online before they make their final purchase at a “brick-and-mortar” store. Local retailers therefore directly benefit from exposure on Anchor Media’s Sites

BENEFITS OF ADVERTISING WITH ANCHOR MEDIA INC.

We are the leader in local news and information theanchor.ca has a new look and feel!

- Up to date news and information
- Video Ads and Pod casts
- Interactive Ads
- E-mail Blasts
- Blogs and more

INCREASE CLICKS AND CONVERSION

52% of people who see an online video ad take an action (such as visiting a web site or making a purchase)

OPA Frames of Reference Study, 2007

YOUR BUSINESS CAN BENEFIT WITH OUR:

- Customized sale and event e-mail blasts to customers near your business
- Lead-generating online ad campaigns
- Online contests and grand opening campaigns
- Online coupons for your business

What we have to offer is **INFLUENCE**

...with people who spend **millions** on homes, cars, entertainment, food, and services **annually**



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e-magazine

Artwork to be supplied as a press-optimized PDF (Acrobat-generated) with all fonts and medium-res images (150dpi) embedded. Failure to embed medium-res images will result in pixelated output.

Ad Type	1 week	4 weeks	8 weeks	13 weeks	26 weeks	52 weeks	size
X	X	X	X	X	X	X	X
Back Cover (full bleed)	1124.38	1068.16	1048.95	1011.94	955.69	899.35	11.25 x 15
Back cover (Borders)	1124.38	1068.16	1048.95	1011.94	955.69	899.35	10.25 x 14
*Sponsored full pg	1200.00	call	call	call	call	call	10.25 x 14
Double Spread	1539.69	1462.71	1431.90	1385.74	1308.74	1231.76	21.5 x 14
Full page	961.21	914.19	894.94	866.08	817.96	769.85	10.25 x 14
2/3 page	653.91	631.23	608.15	588.53	555.84	523.54	6.75 x 14
Half page	484.53	460.31	450.46	436.08	411.86	387.63	10.25 x 6.75
1/3 page	326.87	311.15	304.59	286.19	294.77	262.01	3.25 x 14
1/4 page	248.73	236.30	231.32	223.87	211.43	198.98	5.0 x 6.5
1/8 page	128.08	121.67	119.10	115.26	108.87	102.46	5.0 x 3.5
Business card ad <i>(professional Services section Only)</i>	54.83	52.08	50.99	49.33	46.60	43.85	3.25 x 2

Special Sections

2023 sections to be announced

Classifieds

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

All Deadlines

Ad bookings requiring design	Wednesday noon
Ads camera ready	Friday noon



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Chestermere's Digital News magazine

e-paper ad sizes

**Full page
or
Sponsored
advertorial**

10.25" wide x 14" high



Double spread

21.5" wide x 14" high

2/3 page

6.75" wide x 14" high

1/2 page horizontal

10.25" wide x 6.5" high

1/3 page vertical

3.25" wide x 14" high

1/4 page square

5.0" wide x 6.5" high

1/4 page banner

10.25" wide x 3.5" high

1/8 page

5.0" wide x 3.5" high

Business card
Professional
Services Section

3.25" wide x 2" high

Ad Size	(W x H)	(Inches)
•Back Cover	11.25 x 15	
•Sponsored advertorial	10.25" x 14"	
•Double Truck	21.5" x 14"	
•Full page	10.25" x 14"	
•2/3 page	6.75" x 14"	
•Half page	10.25" x 6.5"	
•1/3 page	3.25" x 14	
•1/4 page	5.0" x 6.5"	
•1/8 page	5.0" x 3.5"	
•Business card	3.25" x 2"	



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RADIO

Greatest Hits of All Time

The greatest popular hits of the late 60s, 70s and early 80s.....
That's what this radio station is all about!



Elton John, The Beatles, The Doors, Supertramp, The Eagles, Neil Diamond, Marvin Gaye, Donna Summer, The Rolling Stones, The Hollies, Fleetwood Mac and The Beach Boys – just some of the artists you'll hear on CFTR

In the evening look for classic and contemporary blues followed by what we call romantic couples music.

Targeting the Baby Boomer generation, the station is programmed to appeal to a local audience, complete with local news, weather.

Surprisingly though, 42% of the audience is under age 60!

Local, well known on-air personalities complement this new alternative to promote your business!

CFTR - The Rogue, is owned and operated by Anchor Media Inc

The radio teams work and live in the community and are committed to delivering great value for both listeners and advertisers.



403.770.9448



sales@anchormedia.ca

CFTR - The Rogue - Radio 30 Second Commercials

BREAKFAST 6:00am-10am	MIDDAY 10am - 3pm	AFTERNOON 3pm - 7pm	EVENING 7pm - midnight	OVERNIGHT Midnight - 6:00am
\$15	\$13	\$12	\$11	\$7

15 Second Commercials

BREAKFAST 6:00am-10am	MIDDAY 10am - 3pm	AFTERNOON 3pm - 7pm	EVENING 7pm - midnight	OVERNIGHT Midnight - 6:00am
\$13	\$11	\$10	\$9	\$5

Standard Reach Plan

Morning/Midday/Afternoon/Evening +

30 Second Ad
\$400/week

15 Second Ad
\$340/week

MINIMUM
13 WEEK
COMMITMENT

40 ads per week in 6AM - Midnight Time Block (+ overnight)

Basic Reach Plan

Morning/Midday/Afternoon/Evening

30 Second Ad
\$350/week

15 Second Ad
\$270/week

MINIMUM
13 WEEK
COMMITMENT

28 ads per week in 6AM - Midnight Time Block

one announcement per time block Monday - Sunday

Sponsorships 7am - 6pm

News and Weather

Sponsor Billboard 1 x 15second announcement

MINIMUM
13 WEEK
COMMITMENT

1 per day Monday - Friday

\$35/week

2 per day Monday - Friday

\$55/week

4 per day Monday - Friday

\$90/week

7 Second Sponsorship Billboard

Minimum 13 weeks

\$22

Simulated Remote

\$600

- 25 x 30 Second Promotions over 5 days
- 12 x 60 second Announcements to run over 4 hours Saturday or Sunday



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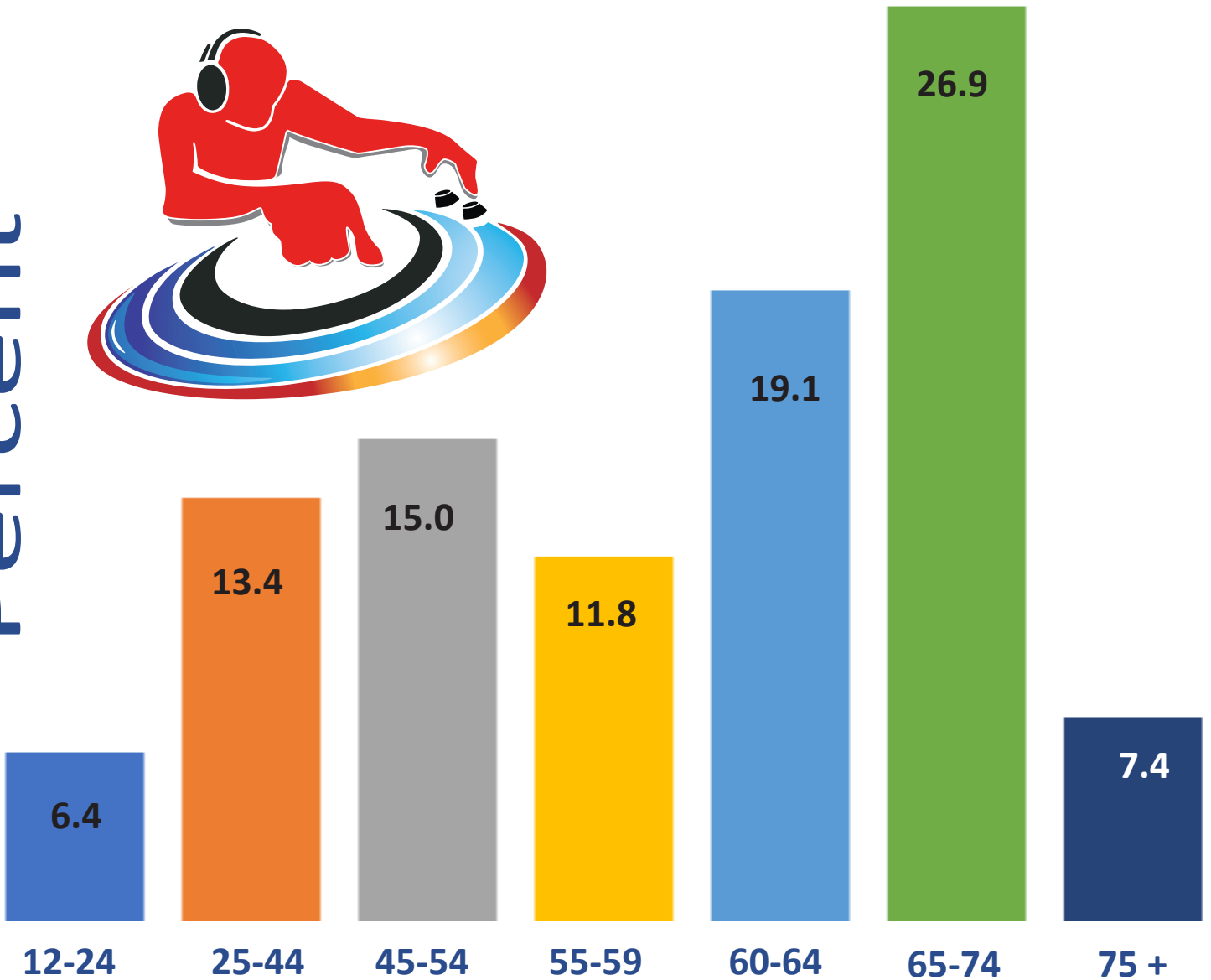
sales@anchormedia.ca

Anchor Media Inc

Listeners and Readers Profile



Percent



Age



Female 51%
Male 49%



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Advertising Bundle Examples

Three Months (13 Weeks)

Web	Epaper	Radio	25%
Bigbox	1/8 Page	160 x 30 sec	Reg \$2200/mo
\$85	\$515	\$1600	Bundle:
			\$1650/mo

Six Months (26 Weeks)

Web	Epaper	Radio	30%
Bigbox	1/8 Page	160 x 30 sec	Reg \$2200/mo
\$85	\$515	\$1600	Bundle:
			\$1540/mo

One Year (52 Weeks)

Web	Epaper	Radio	45%
Bigbox	1/8 Page	160 x 30 sec	Reg \$2200/mo
\$85	\$515	\$1600	Bundle:
			\$1210/mo

Reach out to your Anchor Media Inc Sales Representative to have a **customized advertising campaign** designed for your unique business, storefront, or organization's needs.

We are here to work with you.

We succeed by helping you succeed



403.770.9448



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Key Contacts

For e-paper Advertising Enquiries:

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

Anchor News Reporter

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

Production - Digital & Radio

Stephen Jeffrey
e: stephen@anchormedia.ca
t: 403.774.1322

Online Directories

[Chestermere](#) | [Langdon](#) | [Strathmore](#)

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

Radio Sales

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

Mailing Address

P.O. Box 127
Chestermere, Alberta T1X 1K8



epaper.theanchor.ca

chestermereradio.ca

theanchor.ca

