

GREAT NEWS MEDIA

LEADERS IN COMMUNITY FOCUSED MARKETING

2024 MEDIA KIT

Target your print and digital advertising
by community

403-720-0762
sales@greatnewsmedia.ca



READERSHIP STATS

GREAT NEWS MEDIA COMMUNITY NEWSLETTERS REACH

800,000

Monthly Readers

400,000

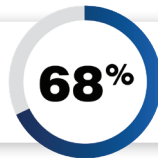
Households

DISTRIBUTED BY CANADA POST TO ALL HOUSEHOLDS

- The dominant source for community news awareness remains community newsletter magazines
- There is an average of 2 readers per household
- There is implied trust between businesses that advertise in community newsletters and residents
- Millennial, Gen X, and Baby Boomer readership is evenly distributed



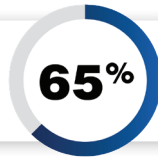
90% of respondents read their newsletters, and value staying aware of community news



68% of our community newsletter magazine readers are female



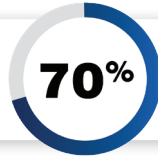
95% of respondents believe community newsletter magazines are a credible source of community news



65% of respondents are married or common law



90% of respondents believe community newsletter magazines strengthen their connection to the community



70% of respondents own their homes



85% of households have 2 or more residents



100% delivery by way of Canada Post Total Points of Call distribution

2024 ADVERTISING RATES (BLACK & WHITE AD PRICING)

HOUSEHOLDS DELIVERED TO:	FULL PAGE	COVER PAGE	1/2 PAGE	1/4 PAGE	1/8 PAGE	CLASSIFIED	
						DISP	TEXT
≥1,000	\$346	\$258	\$203	\$136	\$102	\$80	\$49
≥2,000	\$414	\$309	\$243	\$162	\$114	\$89	\$54
≥3,000	\$483	\$361	\$284	\$189	\$126	\$98	\$59
≥4,000	\$520	\$386	\$307	\$203	\$135	\$101	\$60
≥5,000	\$556	\$412	\$330	\$218	\$144	\$104	\$62
≥6,000	\$581	\$438	\$343	\$228	\$150	\$106	\$64
≥7,000	\$606	\$464	\$357	\$238	\$156	\$108	\$66
≥8,000	\$630	\$489	\$370	\$248	\$162	\$110	\$69
≥9,000	\$667	\$515	\$393	\$262	\$171	\$116	\$72
≥10,000	\$704	\$541	\$417	\$277	\$180	\$122	\$75

COLOUR OPTIONS

	FULL PAGE	1/2 PAGE	1/4 PAGE	1/8 PAGE
Spot Colour	+\$50	+\$40	+\$30	+\$20
Full Colour	+\$100	+\$90	+\$80	+\$70

DISCOUNTS

- 10% OFF for Booking 3 Insertions
- 15% OFF for Booking 6 Insertions
- 20% OFF for Booking 12 Insertions
- 30% OFF for 100,000+ Households
- 35% OFF for all 400,000+ Households

EXTRAS

- +10% Specific Location Fee
- +15% To Bleed Your Ad to Paper Edge
- +20% Back Cover Fee
- \$75 Design Fee

*Spot colour includes one colour & black.

**Prices do not include GST. Discounts do not apply to Cover Ads, Inserts, Display Classified Ads, Business Classified Ads, or the additional costs for colour. Prices valid for all 2024 bookings, subject to change for bookings in 2025.



VIDEO: HOW TO MAKE A GREAT PRINT AD

VIDEO: 10 REASONS TO ADVERTISE IN COMMUNITY NEWSLETTER MAGAZINES



SOUTH WEST COMMUNITIES ADVERTISING RATES (BASE PRICES)

MAP	PUBLICATION NAME (COMMUNITIES SERVED)	HOUSE HOLDS	FULL PAGE	COVER PAGE	1/2 PAGE	1/4 PAGE	1/8 PAGE	CLASSIFIED DISP	TEXT
ES	The Elbow Scene (Bel Aire, Britannia, Elbow Park, Elboya, Erlton, Parkhill, Mayfair, Rideau, Roxboro, Windsor Park)	9,050	\$667	\$515	\$393	\$262	\$171	\$116	\$72
SB	Your Somerset Bridlewood (Somerset, Bridlewood)	8,200	\$630	\$489	\$370	\$248	\$162	\$110	\$69
SC	The Source (Marda Loop) (Altadore, Garrison Woods, River Park, South Calgary)	8,000							
EVG	The Evergreen Bulletin (Evergreen, Evergreen Estates)	7,350	\$606	\$464	\$357	\$238	\$156	\$108	\$66
MR	The Chronicle (Millrise, Shawnessy, Shawnee Slopes)	7,175							
WS	The WSCR News (West Springs, Cougar Ridge)	7,150							
WC	Your Woodcreek Chronicle (Woodlands, Woodbine)	6,975	\$581	\$438	\$343	\$228	\$150	\$106	\$64
SCA	The Gazette (Strathcona, Aspen Woods, Christie Park)	6,825							
MCB	The Mission Statement (Cliff Bungalow, Mission)	6,000							
SH	Your Signal Hill (Signal Hill, Sienna Hills, Signal Ridge)	6,000							
KG	Killarney Glengarry (Killarney, Glengarry)	5,010	\$556	\$412	\$330	\$218	\$144	\$104	\$62
MTR	The Royal Roundup (Mount Royal)	4,700	\$520	\$386	\$307	\$203	\$135	\$101	\$60
SBH	Your Springbank Hill (Springbank Hill)	4,375							
HB	Your Haysboro Horn (Haysboro)	4,100							
RP	The Post (Rutland Park, Lincoln Park, Sarcee Meadows, Currie)	4,075							
GL	Focus on Glamorgan (Glamorgan)	4,000							
CP	The Broadcaster (Coach Hill, Patterson Heights, Prominence Point)	3,700	\$483	\$361	\$284	\$189	\$126	\$98	\$59
EC	Eau Claire Current (Eau Claire)	3,625							
PBP	PBP Matters (Palliser, Bayview, Pump Hill)	3,450							
CM	Canyon Meadows Chronicle (Canyon Meadows)	3,450							
SW	Southwood Connects.ca (Southwood)	3,445							
RKH	Your Richmond Knob Hill (Richmond, Knob Hill)	3,275							
GB	Glenbrook Globe (Glenbrook)	3,150							
LV	Your Lakeview (Lakeview, Lakeview Village)	3,075							
SV	Your Silverado Edge (Silverado)	2,850							
CKE	CKE News (Chinook Park, Kelvin Grove, Eagle Ridge)	2,825							
KL	Your Kingsland Post (Kingsland)	2,710	\$414	\$309	\$243	\$162	\$114	\$89	\$54
CB	myCedarbrae (Cedarbrae)	2,645							
RC	Ross-Character (Rosscharrock)	2,475							
BR	Your Braeside Bulletin (Braeside)	2,380							
NGP	North Glenmore Park Connector (North Glenmore Park)	2,225							
OR	Your Oakridge Echo (Oakridge)	2,125	\$346	\$258	\$203	\$136	\$102	\$80	\$49
GD	Glendale Thumper (Glendale, Glendale Meadows)	1,900							
DIS	Ridge Review (Discovery Ridge)	1,775							
CT	Crestmont Courier (Crestmont)	1,550							
NEARBY COMMUNITY MAGAZINES									
SBK	Your Springbank (Springbank)	3,535	\$483	\$361	\$284	\$189	\$126	\$98	\$59
EV	Your Elbow Valley View (Elbow Valley, Bragg Creek)	1,750	\$346	\$258	\$203	\$136	\$102	\$80	\$49

*PRICES LISTED ARE PER MAGAZINE, PER MONTH **COLOUR OPTIONS, DISCOUNTS & EXTRAS OUTLINED IN PAGE 3

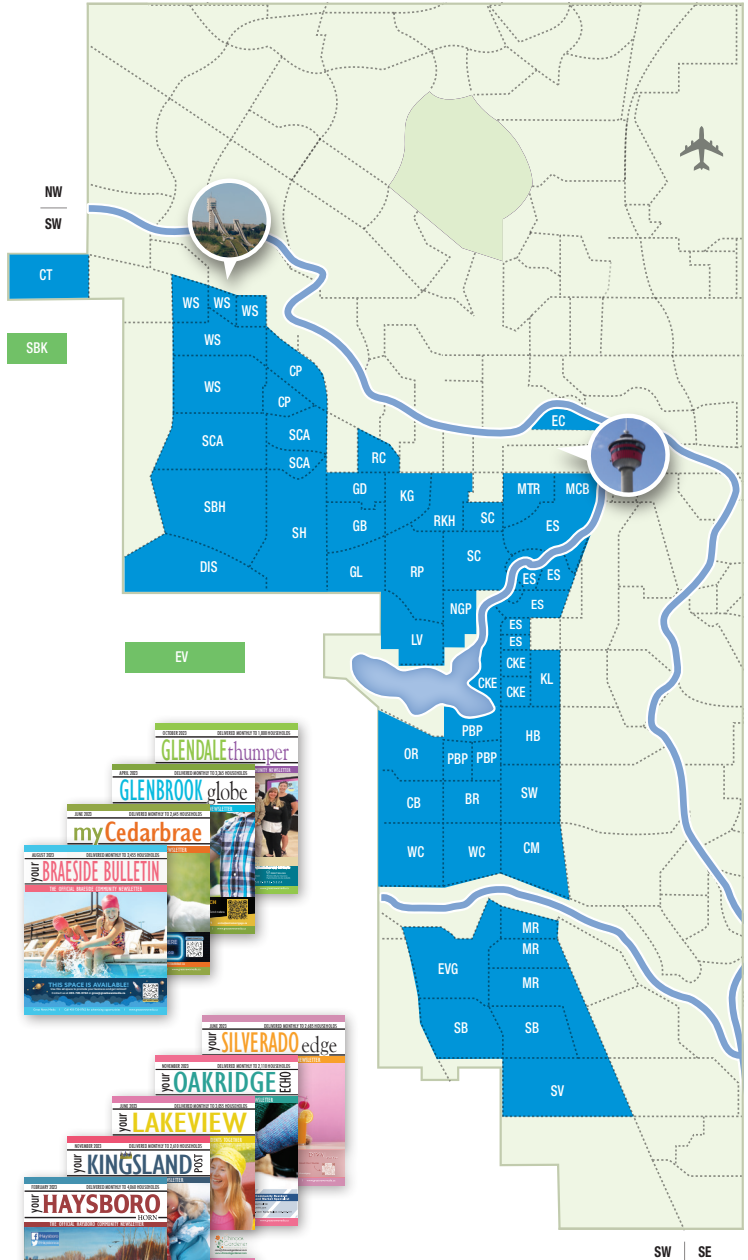
MAP OF SOUTH WEST COMMUNITIES

SOUTH WEST COMMUNITIES

- BR Braeside
- CB Cedarbrae
- CKE Chinook Park, Kelvin Grove, Eagle Ridge
- CM Canyon Meadows
- CP Coach Hill, Patterson Heights, Prominence Point
- CT Crestmont
- DIS Discovery Ridge
- EC Eau Claire
- ES Bel Aire, Britannia, Elbow Park, Elboya, Erlton, Parkhill, Mayfair, Rideau, Roxboro, Windsor Park
- EVG Evergreen, Evergreen Estates
- GB Glenbrook
- GD Glendale
- GL Glamorgan
- HB Haysboro
- KG Killarney, Glengarry
- KL Kingsland
- LV Lakeview, Lakeview Village
- MCB Mission, Cliff Bungalow
- MR Millrise, Shawnessy, Shawnee Slopes
- NGP North Glenmore Park
- OR Oakridge
- PBP Palliser, Bayview, Pump Hill
- RC Rosscarrock
- RKH Richmond, Knob Hill
- RP Rutland Park, Lincoln Park, Sarcee Meadows, Currie
- SB Somerset, Bridlewood
- SCA Strathcona, Aspen Woods, Christie Park
- SC Altadore, Garrison Woods, River Park, South Calgary
- SH Signal Hill, Sienna Hills, Signal Ridge
- SBH Springbank Hill
- SV Silverado
- SW Southwood
- MTR Mount Royal
- WS West Springs, Cougar Ridge
- WC Woodlands, Woodbine

NEARBY CALGARY COMMUNITIES

- EV Elbow Valley, Bragg Creek
- SBK Springbank



SOUTH EAST COMMUNITIES ADVERTISING RATES (BASE PRICES)

MAP	PUBLICATION NAME (COMMUNITIES SERVED)	HOUSE HOLDS	FULL PAGE	COVER PAGE	1/2 PAGE	1/4 PAGE	1/8 PAGE	CLASSIFIED DISP	TEXT
MAH	Southeast Life (Mahogany, Copperfield)	10,845	\$704	\$541	\$417	\$277	\$180	\$122	\$75
CR	Cranversations (Cranston)	8,100	\$630	\$489	\$370	\$248	\$162	\$110	\$69
MT	Your McKenzie Towne (McKenzie Towne)	7,700	\$606	\$464	\$357	\$238	\$156	\$108	\$66
AB	Down by the Bay (Auburn Bay)	7,145							
MS	Mid-Sun Messages (Midnapore, Sundance)	6,770	\$581	\$438	\$343	\$228	\$150	\$106	\$64
LB	Lake Bonavista Bugle (Lake Bonavista, Bonavista Downs)	6,175							
DQ	Your Douglas Quarry (Douglasdale, Douglas Glen, Quarry Park)	6,000	\$556	\$412	\$330	\$218	\$144	\$104	\$62
AC	Hello Acadia (Acadia)	5,375							
CH	Your Chaparral TrailBlazer (Chaparral)	5,050	\$520	\$386	\$307	\$203	\$135	\$101	\$60
ST	Your Seton (Seton)	4,625							
ML	The Gazette (McKenzie Lake, Mountain Park)	4,430	\$483	\$361	\$284	\$189	\$126	\$98	\$59
RB	Riverbend Connects (Riverbend)	4,220							
NB	Your New Brighton Buzz (New Brighton)	4,135	\$414	\$309	\$243	\$162	\$114	\$89	\$54
LG	Our Legacy (Legacy)	4,000							
WD	Walden Life (Walden)	3,800	\$414	\$309	\$243	\$162	\$114	\$89	\$54
WR	myWillowRidge.ca (Willow Park, Maple Ridge)	3,025							
QL	Queensland Diamond Cove Crier (Queensland, Diamond Cove)	2,625	\$414	\$309	\$243	\$162	\$114	\$89	\$54
DR	Your Deer Run Villager (Deer Run)	2,625							
DRD	The Deer Ridge Journal (Deer Ridge)	2,475	\$346	\$258	\$203	\$136	\$102	\$80	\$49
FV	Fairview in Focus (Fairview)	2,000							
PL	Parkland News (Parkland)	1,175	\$346	\$258	\$203	\$136	\$102	\$80	\$49
NEARBY COMMUNITY MAGAZINES									
DW	Your De Winton (De Winton, Heritage Pointe)	1,135	\$346	\$258	\$203	\$136	\$102	\$80	\$49

*PRICES LISTED ARE PER MAGAZINE, PER MONTH **COLOUR OPTIONS, DISCOUNTS & EXTRAS OUTLINED IN PAGE 3



VIDEO: WHY CONSISTENT AND REPEAT ADVERTISING WORKS

VIDEO: WHY CUSTOM MAGAZINES ARE A GREAT ADDITION TO ANY MARKETING STRATEGY



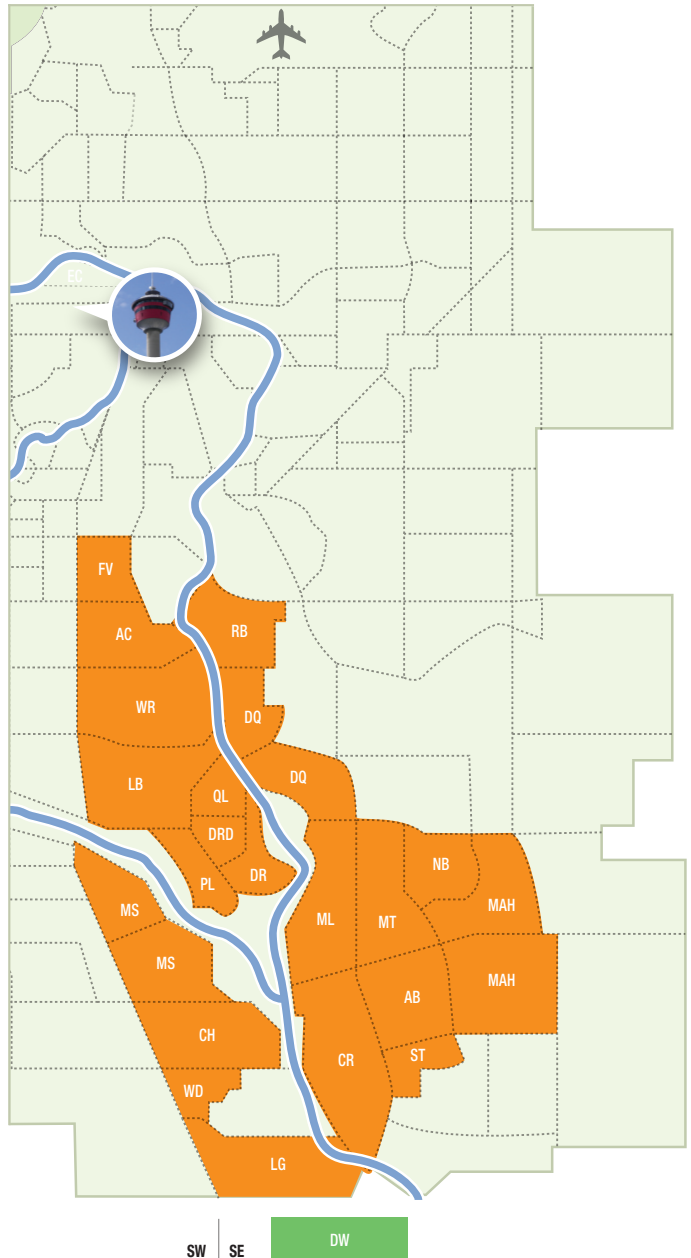
MAP OF SOUTH EAST COMMUNITIES

SOUTH EAST COMMUNITIES

- AB Auburn Bay
- AC Acadia
- CH Chaparral
- CR Cranston
- DQ Douglasdale, Douglas Glen, Quarry Park
- DRD Deer Ridge
- DR Deer Run
- FV Fairview
- LB Lake Bonavista, Bonavista Downs
- LG Legacy
- MAH Mahogany, Copperfield
- ML McKenzie Lake, Mountain Park
- MS Midnapore, Sundance
- MT McKenzie Towne
- NB New Brighton
- PL Parkland
- QL Queensland, Diamond Cove
- RB Riverbend
- ST Seton
- WD Walden
- WR Willow Park, Maple Ridge

NEARBY CALGARY COMMUNITIES

- DW De Winton, Heritage Pointe, Artesia



**VIDEO: CASE STUDY:
HOW LEN T. WONG
CREATES MASSIVE
BRAND AWARENESS
ACROSS CALGARY**



NORTH COMMUNITIES ADVERTISING RATES (BASE PRICES)

MAP	PUBLICATION NAME (COMMUNITIES SERVED)	HOUSE HOLDS	FULL PAGE	COVER PAGE	1/2 PAGE	1/4 PAGE	1/8 PAGE	CLASSIFIED DISP	TEXT
NORTH WEST COMMUNITY MAGAZINES									
PC	Your Panorama Country Hills (Panorama Hills, Country Hills)	9,475	\$667	\$515	\$393	\$262	\$171	\$116	\$72
NS	Your Sage Hill Nolan Hill (Nolan Hill, Sage Hill)	8,100	\$630	\$489	\$370	\$248	\$162	\$110	\$69
TC	Your Tuscany (Tuscany)	7,350	\$606	\$464	\$357	\$238	\$156	\$108	\$66
CIT	Your Hawkwood Citadel (Hawkwood, Citadel)	7,225							
HS	Hillhurst Sunnyside Voice (Hillhurst, Sunnyside)	6,450	\$581	\$438	\$343	\$228	\$150	\$106	\$64
EVT	Your Evanston (Evanston)	6,400							
EM	Inside Edgemont (Edgemont)	5,925	\$556	\$412	\$330	\$218	\$144	\$104	\$62
HH	The Huntington Hills Honker (Huntington Hills)	5,225							
TG	Your Thorncliffe Greenview (Thorncliffe, Greenview)	5,125							
CRH	The Crescent View (Crescent Heights)	5,125							
BW	Your Brentwood Bugle (Brentwood)	5,000							
AL	Your Arbour Lake (Arbour Lake)	4,875	\$520	\$386	\$307	\$203	\$135	\$101	\$60
DAL	Your Dalhousie (Dalhousie)	4,700							
BD	Your Beddington Banner (Beddington)	4,500							
MTP	The Mount Pleasant Pulse (Mount Pleasant)	4,400							
HV	Hidden Valley Hanson Ranch (Hidden Valley, Hanson Ranch)	4,000							
SM	Your Sandstone MacEwan (Sandstone, MacEwan)	3,950	\$483	\$361	\$284	\$189	\$126	\$98	\$59
TW	Triwood Trumpet (Charleswood, Collingwood, Foothill Estates)	3,825							
HP	Highland Park Summit (Highland Park)	3,625							
WH	Your West Hillhurst Warbler (West Hillhurst)	3,575							
TP	Tuxedo Park Gazette (Tuxedo Park)	3,525							
RL	The Ranchlands Roundup (Ranchlands)	3,450							
MY	Montgomery Messenger (Montgomery)	3,325							
KC	Kincora News (Kincora)	2,875							
HM	Your Hamptons (Hamptons)	2,625	\$414	\$309	\$243	\$162	\$114	\$89	\$54
CHR	Cambrian Heights Rosemont Chronicle (Cambrian Heights, Rosemont) Your Banff Trail Howler (Banff Trail)	2,025							
BT	Your Banff Trail Howler (Banff Trail)	2,025							
HHBH	Your Hounsfield Heights Briar Hill Beacon (Hounsfield Heights, Briar Hill)	1,850	\$346	\$258	\$203	\$136	\$102	\$80	\$49
NH	North Haven (North Haven)	1,705							
PD	Your Parkdale Post (Parkdale)	1,525							
NORTH EAST COMMUNITY MAGAZINES									
BL	Bridgeland Riverside Bridges (Bridgeland, Riverside)	5,415	\$556	\$412	\$330	\$218	\$144	\$104	\$62
RF	Renfrew Reflections (Renfrew)	2,560	\$414	\$309	\$243	\$162	\$114	\$89	\$54

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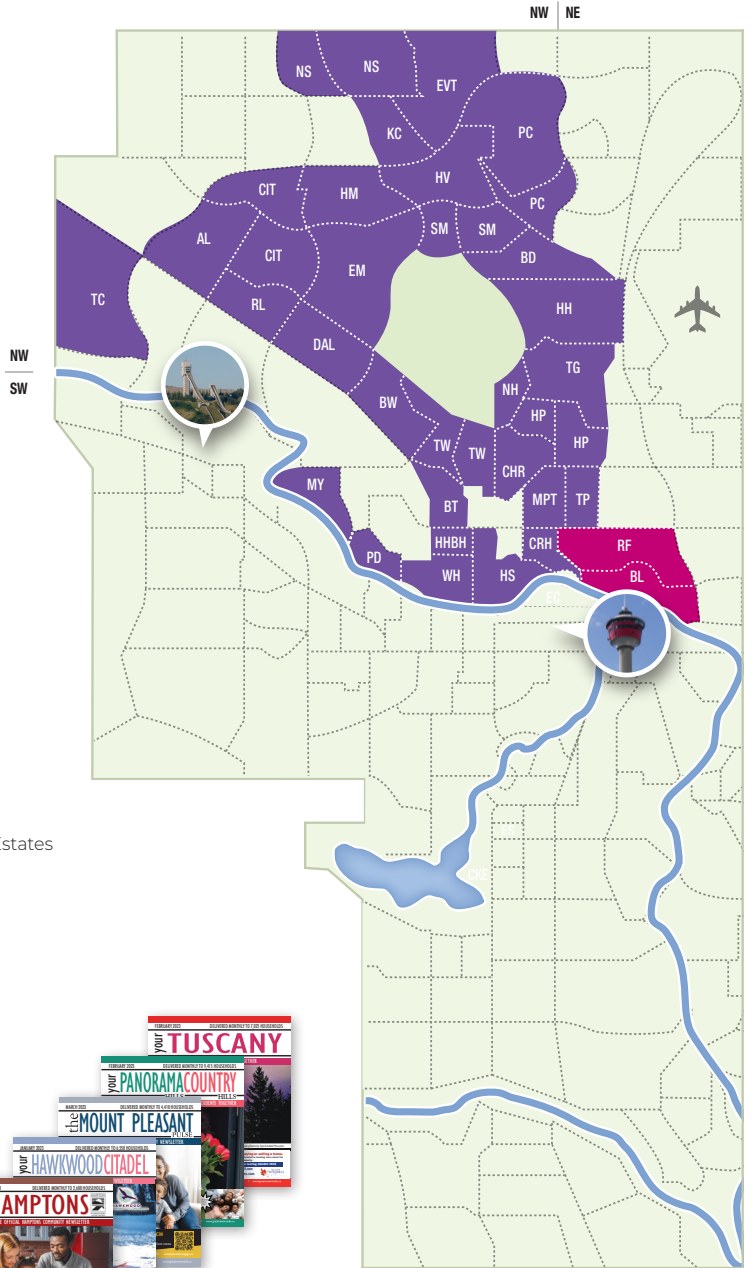
MAP OF NORTH COMMUNITIES

NORTH WEST COMMUNITIES

- AL Arbour Lake
- BT Banff Trail
- BD Beddington
- BW Brentwood
- CHR Cambrian Heights, Rosemont
- CIT Hawkwood, Citadel
- CRH Crescent Heights
- DAL Dalhousie
- EM Edgemont
- EVT Evanston
- HM Hamptons
- HV Hidden Valley, Hanson Ranch
- HS Hillhurst, Sunnyside
- HP Highland Park
- HHBH Hounsfield Heights, Briar Hill
- HH Huntington Hills
- KC Kincora
- MTP Mount Pleasant
- MY Montgomery
- NH North Haven
- NS Nolan Hill, Sage Hill
- PC Panorama Hills, Country Hills
- PD Parkdale
- RL Ranchlands
- SM Sandstone, MacEwan
- TG Thorncliffe, Greenview
- TC Tuscany
- TP Tuxedo Park
- TW Charleswood, Collingwood, Foothill Estates
- WH West Hillhurst

NORTH EAST COMMUNITIES

- BL Bridgeland
- RF Renfrew



PRINT AD SIZES AND SPECS

COVER PAGE

FINAL SIZE

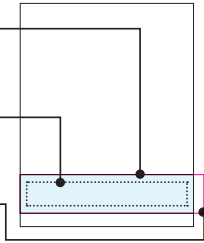
6.875 x 1.375 in

SAFE AREA

6.1875 x 1.125 in

BLEED AREA

7.125 x 1.375 in



FULL PAGE + BLEED

FINAL SIZE

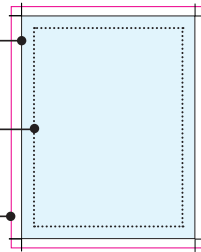
6.875 x 8.25 in

SAFE AREA

6.375 x 7.75 in

BLEED AREA

7.125 x 8.5 in



1/2 HORIZONTAL + BLEED

FINAL SIZE

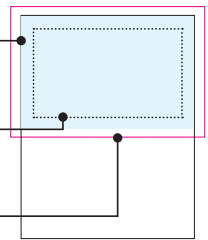
6.875 x 4 in

SAFE AREA

6.375 x 3.5 in

BLEED AREA

7.125 x 4.25 in



1/2 VERTICAL + BLEED

FINAL SIZE

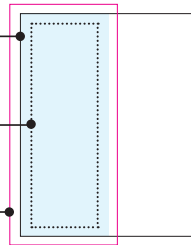
3.35 x 8.25 in

SAFE AREA

2.5 x 7.42 in

BLEED AREA

3.6 x 8.5 in



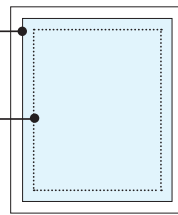
FULL PAGE

FINAL SIZE

6 x 7.5 in

SAFE AREA

5.5 x 7 in



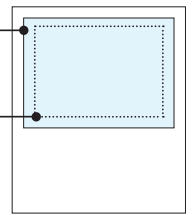
1/2 PAGE HORIZONTAL

FINAL SIZE

6 x 3.625 in

SAFE AREA

5.5 x 3.125 in



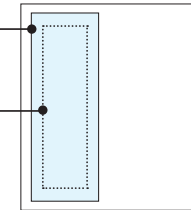
1/2 PAGE VERTICAL

FINAL SIZE

2.875 x 7.5 in

SAFE AREA

2.375 x 7 in



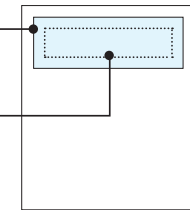
1/4 PAGE HORIZONTAL

FINAL SIZE

6 x 1.69 in

SAFE AREA

5.5 x 1.19 in



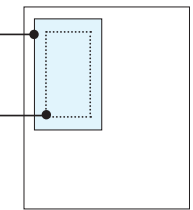
1/4 PAGE VERTICAL

FINAL SIZE

2.875 x 3.625 in

SAFE AREA

2.375 x 3.125 in



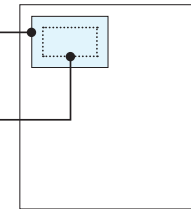
1/8 PAGE HORIZONTAL

FINAL SIZE

2.875 x 1.69 in

SAFE AREA

2.375 x 1.19 in



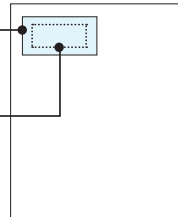
DISPLAY CLASSIFIEDS

FINAL SIZE

2.52 x 1.1 in

SAFE AREA

2.2 x .75 in



BUSINESS CLASSIFIED EXAMPLE

YOUR HEADER HERE: A brief description of your business and/or services. Classifieds are 50 words max. Make sure to include your contact information. Please do not use bolding, italics, capitals, or ampersands in the body of the ad. If you have any questions, please email sales@greatnewsmedia.ca or call 403-720-0762.

DOUBLE-SIDED FLYER INSERT SIZE AND SPECS

Description:

All inserts are full page, double-sided, and folded into the centre of our newsletters.

Note:

Great News Media reserves the right to reject customer-supplied inserts if they have been folded, are not designed to spec, or have been printed on paper that won't run through our machines.

Great News Media requires that a digital and a printed sample be provided in advance of our production deadline.



Call 403-720-0762 for pricing.

BLEED AREA

14.75 x 9.25 in

TRIM AREA

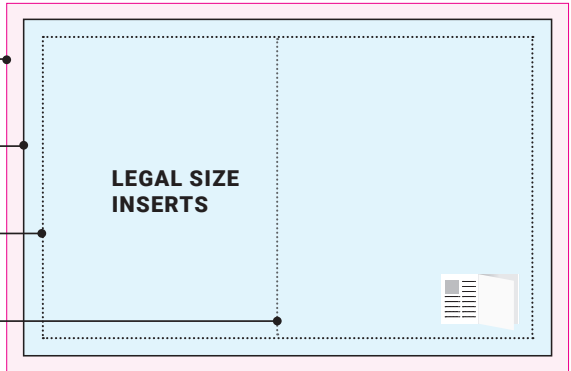
13.75 x 8.25 in

SAFE AREA

12.75 x 7.25 in

FINAL FOLD SIZE

6.875 x 8.25 in



PRINT TERMINOLOGY

Bleed Area:

The excess area of the ad or insert that "bleeds" off the page. It must exceed the final size to ensure artwork is the required paper size for customer supplied inserts.

Trim Area/Final Size:

Real size of the ad (for non-bleed), or where the page/insert itself will be folded/cut. We kindly ask that you leave plenty of room on the inside margin all around.

Safe Area:

Area containing your text and image elements. We ask that you leave at least a quarter inch of inside margin all around, to ensure all your graphics will be seen and don't get cut off.



ADVERTISING DEADLINES

Please note that our advertising deadline is always [the 1st of the previous month](#) (e.g. July 1 for an August issue). Any content provided after this date cannot be guaranteed space.



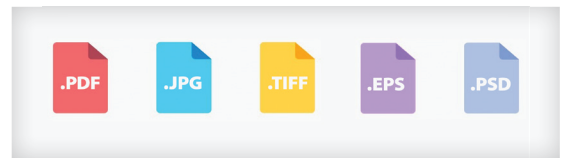
PRINT SPECS

All colours must be CMYK Process, no RGB, no spot inks.
All transparencies must be flattened.
All fonts must be outlined and/or embedded.
All images must be at least 300 dpi.



DIGITAL FILE SUBMISSIONS

Please submit print ready advertising files via email if they are smaller than 8 megabytes. For larger files or for ad design services, please contact one of our sales representatives at 403-720-0762 or email sales@greatnewsmedia.ca.



APPROVED FILE TYPES

All ad materials must be a minimum resolution of 300 dpi or higher, in one of the following formats:

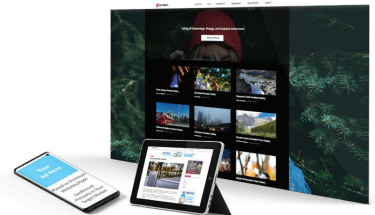
PDF | JPG | TIFF | EPS | PSD

DIGITAL ADVERTISING MEDIA KIT

MOBILE | DESKTOP | TABLET



AFFORDABLE
DIGITAL MARKETING
STARTING \$75
FROM JUST



In today's digital world, getting the most out of your advertising investment means being in front of the right audience at the right time. Invest in a digital advertising campaign, and acquire new customers today!

DIGITAL GEOFENCED DISPLAY ADVERTISING:



Our digital advertising platform enables you to create a virtual fence (geofence) around any geographical location in Calgary and the surrounding area, and choose your advertising campaign duration (start and end date). You can geofence a single community, a quadrant of Calgary, the entire city, a number of locations, or as little as a 1 kilometer radius. We will build your digital ads (big box, leaderboard, and mobile) and place them so they can be viewed on mobile, desktop, and tablet devices within your selected geofence. Clicking on your ad will navigate the user to your website or social account.

Your digital ad campaign will be seen within your geofence on our premium network of respectable websites and app brands, which include:

calgaryherald.com,
nationalpost.com,
globalnews.ca,
mycalgary.com, cbc.ca,
theglobeandmail.com,
xe.com, moneysense.ca,
sportsnet.ca, forbes.com,
ctv.ca, financialpost.com,
citynews.ca, nasdaq.com,

citytv.com, tsn.ca,
radio-canada.ca,
660news.com, msn.com,
espn.com, cnn.com,
kijiji.ca, foodnetwork.ca,
allrecipes.ca,
readersdigest.ca, hgtv.ca,
tmz.com, eatingwell.com,
mensfitness.com,

womenshealthmag.com,
answers.com, recipe.com,
etonline.com, mashable.com,
thehive.com, walmart.ca,
autonet.ca, bestbuy.ca,
expedia.ca, travelocity.ca,
homeaway.ca, canada411.ca,
yellowpages.ca, canpages.ca,
and more!

People buy from businesses that they are familiar with. Like other forms of advertising, digital advertising creates awareness of your business. A viewable 'impression' occurs when your ad is displayed on an app or website.

GEOFENCED DIGITAL AD CAMPAIGN PRICING

Impressions	Price	CPM Cost per 1,000 Impression
10,000	\$200	\$20.00
20,000	\$380	\$19.00
30,000	\$540	\$18.00
40,000	\$600	\$17.00
50,000	\$800	\$16.00

Impressions	Price	CPM Cost per 1,000 Impression
60,000	\$1,000	\$15.50
75,000	\$1,125	\$15.00
100,000	\$1,400	\$14.00
250,000	\$3,250	\$13.00
500,000	\$6,000	\$12.00

DIGITAL AD SIZES

Leaderboard Banners

728 x 90_{px}

Your Ad

Located at the top of a page, they can be seen immediately when the page loads. Leaderboard ads are possibly the most valuable and they perform really well.

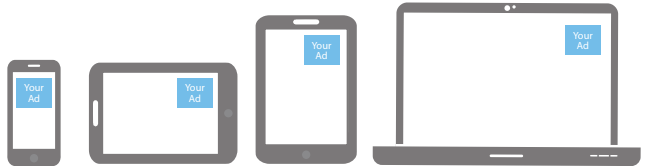


Big Box

300 x 250_{px}

Your Ad

Located on the right hand side of the page, these ads are the most versatile, as they respond to portrait or landscape orientations, and work on all devices.



Mobile Banners

320 x 50_{px}

Your Ad

Located at the bottom of a page, mobile banners are a standard ad unit and are listed as one of the top performers on AdSense.



DIGITAL AD SPECIFICATIONS

Static .jpg, .png and animated .gif files are accepted.



VIDEO: HOW OUR DIGITAL ADVERTISING PLATFORM WORKS

Acquire and retain new customers in your target communities by advertising on Calgary’s most comprehensive community news platform. MyCalgary.com is a community news website dedicated to profiling local events, activities, perspectives, culture, and lifestyle from a unique blend of excellent journalistic contributors, including community associations, resident associations, politicians, local residents, local businesses, and the City of Calgary.

MyCalgary.com provides community-focused audiences for digital advertising. Daily content is sourced from 220 Communities, 150 Community Associations, 40 Resident Associations, 70 Politicians, and over 50 regular local contributors.

Ad Placement Locations	Gender	Age	Affinities
Top of page Leaderboard ads	Female 58%	25-34 28%	Avid News Readers
Footer Leaderboard ads	Male 42%	35-44 27%	Business Professionals
Sidebar Big Box ads	Technology	45-54 19%	Travel Buffs
In Article ads	Mobile 47%	55-64 13%	Family-Focused
Mobile Anchor ads	Desktop 53%	65+ 13%	Food Enthusiasts

MYCALGARY.COM DIGITAL ADVERTISING:

Digital Display Advertising on MyCalgary.com Community News Pages: We build your ad and place it on your selected MyCalgary.com Community News Pages. Choose your advertising campaign duration and impression count.

Digital Classified Advertising: Ideal for Search Engine Optimization (SEO), place your customized 50-word Business Classified Ad on any or all of our 220 Community News pages on MyCalgary.com. Community Business Classifieds are updated monthly on all 220 Community pages, and cost \$4 per month / per community page (\$20 minimum booking). Digital Business Classifieds are ideal for creating awareness of your business at the community level and are also ideal for SEO (Google, Bing, Yahoo keyword searches). Optimized classified ad examples include keyword searches such as “Auburn Bay Realtor”, “Lake Bonavista Plumber”, “Crescent Heights Flower Shop”, “Mahogany Landscaper”, “McKenzie Lake Electrician”, etc. Potential customers can be led to view your ad on our website through these keyword searches.



VIDEO: LEARN MORE ABOUT MYCALGARY.COM

WATCH OUR VIDEOS

**VIDEO: MARKETING STRATEGY:
HOW MUCH TO SPEND AND
WHERE TO ALLOCATE YOUR
ADVERTISING DOLLARS**



**VIDEO: OMNI CHANNEL
QR CODE MARKETING**



**VIDEO: WHAT ARE SEO
CLASSIFIED ADS?**



**VIDEO: GREAT NEWS MEDIA:
CORE VALUES**



**VIDEO: POLITICAL CAMPAIGN
ADVERTISING WITH GREAT
NEWS MEDIA**



Established in 1989, Great News Media has been a trusted partner for thousands of companies, enabling them to effectively market, advertise, and raise awareness about their businesses, products, and services. With our comprehensive range of marketing and advertising solutions, we empower businesses to reach their target audience through both print and digital channels.

TESTIMONIALS

What a great group of people to work with. We have done business together in and around Calgary for 9 years. I target my advertising campaigns with Great News Media every month in their community newsletter magazines. The response is always very strong – sometimes too much so. If you want to control your budget, and create huge awareness of your business at the community level, do in their community magazines. People continue to respond to my ads and they trust my business. Thanks Great News Media!

★★★★★ **CAM JACKSON**

We have had the pleasure of partnering with Great News for our advertising needs for 15 years, and they have consistently exceeded our expectations. Their advertising campaigns have an immediate impact, generating a flurry of phone calls as soon as they are launched at the beginning of each month. It's remarkable to witness the tangible results their strategies bring. Their ability to generate significant phone call volumes, combined with their easy-going nature and stellar customer service, make them a top choice for any business seeking effective and reliable advertising solutions.

★★★★★ **KATIE KLIB**

Great News Media are efficient, courteous and more than that. Advertising with this Company has been our life line! Thank you to the terrific staff members and the tremendous outreach you do in these communities. You have enabled us to reach out to our past and future clients and we are forever grateful to have found Great News Media. Give them a call! It will be worth the benefits! Best Regards us at Big Sky Ventures

★★★★★ **BEVERLEY RAABIS**

Great News Media has worked well for us at Riverwalk. Especially the insert in the community newsletters. The publications allow us to directly target market our demographic. This has had a direct impact on qualified people asking to tour our show suite. The team at Great News media is excellent to work with and helpful!

★★★★★ **LIVELYMOTO !**



SCAN TO SEE ALL OUR REVIEWS