

# Advertising & Information

– 2020 Edition –

**THE WORLD-  
Spectator** Plain & Valley

[www.world-spectator.com](http://www.world-spectator.com)

[www.plainandvalley.com](http://www.plainandvalley.com)

[ads@world-spectator.com](mailto:ads@world-spectator.com) | Phone: 306.435.2445

# Why Advertise?

The World-Spectator and Plain and Valley have you covered in southeast Saskatchewan and southwest Manitoba!

## More readers than ever before

The World-Spectator has expanded its coverage area, and its readership has grown with the coverage area. Our 2017 audited circulation was up 10 per cent from the previous year and in late 2018 we gained hundreds of new readers in Esterhazy. As well, our communities are growing. Our area is benefiting from the \$2.8 billion expansion at PotashCorp Rocanville, pipeline expansion, oil activity, wind power, and new businesses being established in Moosomin and Rocanville. As this area grows, we are growing with it—our circulation is rising every year!

The World-Spectator has the local area covered, and our regional publication, Plain and Valley, provides total market coverage over an area from Indian Head and Montmartre in the west to Oak Lake in the east, and from the U.S. border to communities along the Yellowhead Highway. It is distributed through Canada Post to 27,800 mailboxes throughout the region, an area covered by no other publication.

## The only media that covers the whole market area

The World-Spectator covers the whole area, from the young to the old, farmers to business owners, from Tantallon and Spy Hill to Maryfield and Wawota; from Kennedy and Langbank to Elkhorn and St. Lazare. No radio station or any other media can reach all these people. The Combase media study found only 44 per cent of people in the area listened to any local commercial radio station, and those were divided among 14 different stations. Plain and Valley covers an even larger area including communities from Alameda to Yarbo, from Binscarth to Wascada, from Bienfait to Russell. No other publication covers the area Plain and Valley covers.

## Circulation figures you can trust

All circulation figures cited for the World-Spectator are audited figures. Audits are performed by Canadian Media Circulation Audit. As well as having our own circulation numbers audited, we have participated in ComBase, the largest media study in North America. Combase data comes from telephone surveys of people in our market area, which gives us data that compares our readership with those of other publications in the area, daily newspapers, and listenership of radio stations. The audited circulation figures show that the World-Spectator continues to grow, reaching 12,000 people each week.

## Invest in your community

The World-Spectator and Plain and Valley provide news coverage for a wide area, and support a large number of community initiatives. The World-Spectator sponsors the annual Christmas Giveaway designed to increase local shopping. We provide thousands of dollars of cost-free promotion for community fundraising events. We are able to promote our area because of the support of our advertisers, for which we are always grateful.



## Display Rate:

\$17.00/Col. Inch

## Color Charge:

\$120 Extra

## Advertising Deadline:

Thursday at Noon  
for following  
Monday publication

# THE WORLD-Spectator Advertising Rates

### 1/8 Page - \$175

2 Col x 6"	6 Col x 2"	3 Col x 4"
Size 3.25" x 6"	Size 10.25" x 2"	Size 5" x 4"

### 1/4 Page - \$295

3 Col x 7.5"	6 Col x 4"	4 Col x 6"
Size 5" x 7.5"	Size 10.25" x 4"	Size 6.75" x 6"

### 1/3 Page - \$410

2 Col x 15.5"	6 Col x 5"	4 Col x 7"
Size 3.25" x 15.5"	Size 10.25" x 5"	Size 6.75" x 7"

### 1/2 Page - \$510

3 Col x 15.5"	6 Col x 7.5"	4 Col x 12"
Size 5" x 15.5"	Size 10.25" x 7.5"	Size 6.75" x 12"

### Full Page - \$725

Size: 10.25" x 15.5"

### Two Pages - \$1300

Size: 21" x 15.5"

### Classified Rates - Based on 25 Word Minimum

#### One Week - \$11.00

44¢ per word

#### Three Weeks - \$24.00

\$8.00 per week • 32¢ per word

#### Two Weeks - \$18.00

\$9.00 per week • 36¢ per word

#### Four Weeks - \$28.00

\$7.00 per week • 28¢ per word

# Plain & Valley Advertising Rates

**Display Rate:**  
\$19.50/Col. Inch  
**Color Charge:**  
\$120 Extra



## 1/8 Page - \$240

2 Col x 6"	6 Col x 2"	3 Col x 4"
Size 3.25" x 6"	Size 10.25" x 2"	Size 5" x 4"

## 1/4 Page - \$360

3 Col x 7.5"	6 Col x 4"	4 Col x 6"
Size 5" x 7.5"	Size 10.25" x 4"	Size 6.75" x 6"

## 1/3 Page - \$470

2 Col x 15.5"	6 Col x 5"	4 Col x 7"
Size 3.25" x 15.5"	Size 10.25" x 5"	Size 6.75" x 7"

## 1/2 Page - \$580

3 Col x 15.5"	6 Col x 7.5"	4 Col x 12"
Size 5" x 15.5"	Size 10.25" x 7.5"	Size 6.75" x 12"

## Full Page - \$795

Size: 10.25" x 15.5

## Two Pages - \$1400

Size: 21" x 15.5

## 2020 Distribution Dates

**January 17, 2020**

Deadline: January 8, 2020

**April 17, 2020**

Deadline: April 9, 2020

**July 17, 2020**

Deadline: July 8, 2020

**October 16, 2020**

Deadline: October 8, 2020

**February 7, 2020**

Deadline: January 29, 2020

**May 15, 2020**

Deadline: May 6, 2020

**August 21, 2020**

Deadline: August 12, 2020

**November 13, 2020**

Deadline: November 4, 2020

**March 13, 2020**

Deadline: March 4, 2020

**June 19, 2020**

Deadline: June 10, 2020

**September 18, 2020**

Deadline: September 9, 2020

**December 11, 2020**

Deadline: December 2, 2020

# Covering Southeast Saskatchewan and Southwest Manitoba

## Plain & Valley Distribution Area

### Saskatchewan

Alameda	192	Fillmore	120	Maryfield	286
Alida	158	Fleming	54	Montmartre	340
Antler	70	Forget	33	Moosomin	1500
Arcola	301	Frobisher	104	Oxbow	599
Bellegarde	33	Grayson	180	Parkman	15
Benson	61	Gainsborough	233	Peebles	19
Bienfait	385	Gerald	105	Redvers	570
Bredenbury	242	Glen Ewen	95	Rocanville	517
Broadview	650	Glenavon	177	Spy Hill	150
Candiac	50	Grenfell	754	Steelman	23
Carievale	200	Heward	37	Stoughton	358
Carnduff	334	Indian Head	749	Stockholm	236
Carlyle	885	Kenosee Lake	140	Storthoaks	74
Churchbridge	250	Kelso	28	Tantallon	81
Corning	61	Kipling	683	Wapella	235
Cowesses	200	Kisbey	86	Wauchope	22
Creelman	110	Kennedy	173	Wawota	451
Esterhazy	1658	Lampman	476	Welwyn	80
Estevan	270	Langbank	107	Whitewood	723
Fairlight	45	Langenburg	722	Windthorst	182
		Marchwell	52	Wolseley	419
		Manor	191	Yarbo	60

### Manitoba

Binscarth	300	Goodlands	48	Pierson	210
Birtle	425	Hartney	387	Pipestone	198
Beulah	100	Kirkella	21	Reston	318
Boissevain	1155	Kola	77	Russell	325
Cromer	68	Lyleton	37	Sinclair	81
Deloraine	724	McAuley	123	Souris	1140
Elkhorn	350	Manson	32	St. Lazare	190
Foxwarren	137	Melita	650	Tilston	90
		Medora	55	Virden	1600
		Miniota	194	Waskada	100
		Oak Lake	262		

Total Distribution

**28,000 Households**

# 2020 Tourist Guides



Twice a year, the World-Spectator produces tourist guides that are included with the newspaper and that are distributed across the region for free distribution to newcomers and visitors to the area.



**1/8 Page**  
**\$150**

1/8 Page

Size  
3.375" x 2.25"

**1/4 Page**  
**\$260**

1/4 Page

Size  
3.375" x 4.7"

**1/3 Page Page**  
**\$370**

1/3 Page

Size  
3.375" x 7.125"

1/3 Page

Size  
6.8" x 3.5"

**1/2 Page Page**  
**\$480**

1/2 Page

Size  
6.8" x 4.7"

1/2 Page

Size  
3.375" x 9.5"

**Full Page**  
**Page**  
**\$590**

Size  
6.8" x 9.5"

**Two Pages**  
**\$1000**

Size  
15.4" x 9.5"

**Color  
Charge**

**\$110**

**Summer Tourist Guide**

Scheduled Publication Date: May 11, 2020

**Winter Fun Guide**

Scheduled Publication Date: November 2, 2020



The Market Analyzer is a national web-based geographic information system created for Canada's community newspapers. This technology provides a powerful tool for media planners and researchers to link circulation and penetration data with a comprehensive range of consumer, socio-economic and readership data. The Market Analyzer taps into the most current Statistics Canada and Generation 5 databases. With over 5,000 fields of information available, this tool plays a key role in building successful advertising plans.

# Market Analyzer

## Top 5 Industries

Agriculture and resources	26%
Mining, oil and gas	14%
Health and education	13%
Retail trade	11%
Construction	7%

(Numbers represent percentage of population that work in the newspaper area's labor force.)

## Profile

Total population	12,064
Total number of households	4,658
Average household income	\$89,642

## Population by Age:

0-14	1,988
15-24	1,265
25-34	1,685
35-44	2,059
45-64	3,127
65 & over	1,941

## Consumer Spending (2016)

Food	\$39,026,000
Housing	\$54,516,000
Household operations	\$11,227,000
Household furnishings and equipment	\$8,766,000
Clothing	\$9,858,000
Transportation	\$36,995,000
Health care	\$8,316,000
Personal care	\$3,814,000
Recreation	\$14,803,000
Reading materials and other printed matter	\$989,000
Education	\$2,260,000
Tobacco products and alcoholic beverages	\$5,788,000

## People - Marital Status

Single	2,732
Married	5,672
Separated	285
Widowed	735
Divorced	485

## Household Structure

H/W family with child	2,039
H/W no child	2,486
Average number of persons per household	3

## Family Structure (Married)

No children	1,086
1 child	482
2 children	529
3 plus children	294

## Employment/Education

### Employment in labor force

Unemployed	5%
Employed	95%

## Education

(Population 15+)	10,365
Less than Grade 9	207
Grade 9 -12	2,871
Other university	1,934
Trade certificates	1,940
University degree	2,301

## Housing

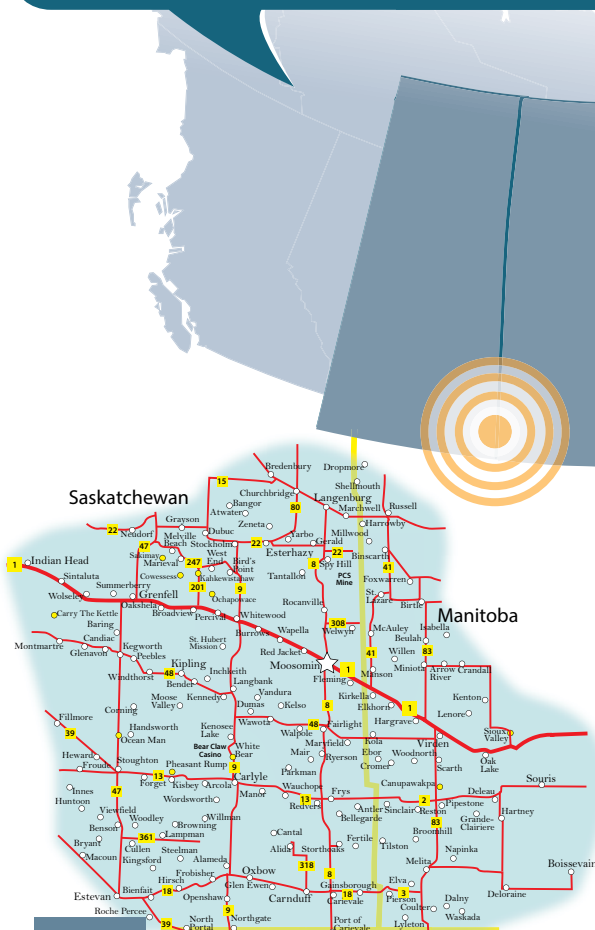
Total number of dwellings	4,649
Single detached	4,164
Owned dwellings	3,980
Rented dwellings	663

## Agricultural data

Total farm count	1,019
Acres under cultivation	1,693,766
Total farms receipts	\$263,533,744
Total expenses	\$230,777,000
Livestock and poultry market value	\$189,450,359
Fertilizer purchases	\$18,852,000
Chemical purchases	\$15,067,000

Get more reach with the  
**Plain & Valley**  
 than with any other  
 newspaper in the region!

The Plain & Valley reaches  
**28,000**  
**Households**  
*That's more than the  
 Leader-Post or Brandon Sun!*



Every issue of Plain & Valley is  
 mailed direct to readers in  
 Southeast Saskatchewan and  
 Southwest Manitoba

Also free to read online at  
[www.plainandvalley.com](http://www.plainandvalley.com)

To discuss advertising contact:  
**306.435.2445**  
[world\\_spectator@sasktel.net](mailto:world_spectator@sasktel.net)  
[www.plainandvalley.com](http://www.plainandvalley.com)

*Proud to be locally owned and independent!*

Plain & Valley  
 28,000

Leader-Post  
 24,619

Brandon Sun  
 10,060



# READY IN DAYS!

## Custom Printed Business Cards & Brochures



## Promotional Products

### Tote Bags, Power Banks, Golf Balls, Magnets AND MORE!



### Pens



### Mugs



### USB Sticks




THE WORLD-  
**Spectator**

Call to see what we can  
offer you! 306-435-2445  
world\_spectator@sasktel.net


# Advertising Features

## January 2020

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
			<i>New Year's Day</i>			
5	6	7	8	9	10	11
	<ul style="list-style-type: none"> <li>Lifestyles Feature</li> </ul> Newspaper Edition 136 Week 14					
12	13	14	15	16	17	18
	<ul style="list-style-type: none"> <li>Financial Planning</li> </ul> Newspaper Edition 136 Week 15				 Wedding & Graduation Guide	
19	20	21	22	23	24	25
	<ul style="list-style-type: none"> <li>Home Design of the Month</li> <li>Wedding/Graduation Feature</li> </ul> Newspaper Edition 136 Week 16					
26	27	28	29	30	31	
	<ul style="list-style-type: none"> <li>Restaurant Guide</li> <li>Post-Secondary Education</li> </ul> Newspaper Edition 136 Week 17					


# February 2020

## Advertising Features

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3 <ul style="list-style-type: none"> <li>■ Lifestyles Feature</li> <li>■ RRSP Feature</li> <li>■ Tribute to Local Professionals</li> </ul> Newspaper Edition 136 Week 18	4	5	6	7  Post-Secondary Education RRSP Feature	8
9	10 <ul style="list-style-type: none"> <li>■ Financial Planning</li> <li>■ RRSP Feature</li> <li>■ Valentine's Day Feature</li> <li>■ Minor Hockey/ Figure Skating Tribute</li> </ul> Newspaper Edition 136 Week 29	11	12	13	14	15
16	17 <ul style="list-style-type: none"> <li>■ Home Design of the Month</li> <li>■ RRSP Feature</li> </ul> Newspaper Edition 136 Week 20 <i>Family Day (SK)</i>	18	19	20	21	22
23	24 <ul style="list-style-type: none"> <li>■ Restaurant Guide</li> </ul> Newspaper Edition 136 Week 21	25	26	27	28	29


# Advertising Features

## March 2020

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
	<ul style="list-style-type: none"> <li>■ Lifestyles Feature</li> <li>■ Pharmacist Awareness Week</li> </ul> Newspaper Edition 136 Week 22					
8	9	10	11	12	13	14
	<ul style="list-style-type: none"> <li>■ Financial Planning</li> <li>■ I Do Business Locally</li> </ul> Newspaper Edition 136 Week 23					
15	16	17	18	19	20	21
	<ul style="list-style-type: none"> <li>■ Home Design of the Month</li> <li>■ Spring Agriculture</li> </ul> Newspaper Edition 136 Week 24					
22	23	24	25	26	27	28
	<ul style="list-style-type: none"> <li>■ Restaurant Guide</li> <li>■ Spring Car Care</li> </ul> Newspaper Edition 136 Week 25					
29	30	31				
	Newspaper Edition 136 Week 26					


# April 2020

## Advertising Features

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
5	6 ■ Lifestyles Feature Newspaper Edition 136 Week 27	7	8	9	10 <i>Good Friday</i>	11
12 <i>Easter Sunday</i>	13 ■ Financial Planning ■ Get Involved Newspaper Edition 136 Week 28	14	15	16	17  Spring Agriculture	18
19	20 ■ Home Design of the Month ■ Tribute to Administrative Professionals Newspaper Edition 136 Week 29	21	22	23	24	25
26	27 ■ Restaurant Guide ■ Spring Home & Garden Newspaper Edition 136 Week 30	28	29	30		

# Advertising Features


## May 2020

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4 <ul style="list-style-type: none"> <li>■ Lifestyles Feature</li> <li>■ Occupational Health &amp; Safety Week</li> <li>■ Mother's Day Feature</li> </ul> Newspaper Edition 136 Week 31	5	6	7	8	9
10	11 <ul style="list-style-type: none"> <li>■ Financial Planning</li> <li>■ Summer Tourist Guide</li> </ul> Newspaper Edition 136 Week 32	12	13	14	15  Mining Energy Manufacturing	16
17	18 <ul style="list-style-type: none"> <li>■ Home Design of the Month</li> <li>■ Mining, Energy &amp; Manufacturing</li> </ul> Newspaper Edition 136 Week 33 <i>Victoria Day</i>	19	20	21	22	23
24	25 <ul style="list-style-type: none"> <li>■ Restaurant Guide</li> </ul> Newspaper Edition 136 Week 34	26	27	28	29	30
31						




# June 2020

## Advertising Features

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1  ■ Lifestyles Feature ■ Minor Sports Newspaper Edition 136 Week 35	2	3	4	5	6
7	8  ■ Financial Planning ■ Graduation 2018 Newspaper Edition 136 Week 36	9	10	11	12	13
14	15  ■ Home Design of the Month ■ Father's Day Feature Newspaper Edition 136 Week 37	16	17	18	19   Development Feature	20
21	22  ■ Restaurant Guide Newspaper Edition 136 Week 38	23	24	25	26	27
28	29  ■ Summer Activities Page begins ■ Moosomin Rodeo Feature ■ Summer Shopping Spree begins Newspaper Edition 136 Week 39	30				


# Advertising Features

## July 2020

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
			<i>Canada Day</i>			
5	6	7	8	9	10	11
	<ul style="list-style-type: none"> <li>■ Lifestyles Feature</li> <li>■ Elkhorn Rodeo Feature</li> </ul> Newspaper Edition 136 Week 40					
12	13	14	15	16	17	18
	<ul style="list-style-type: none"> <li>■ Financial Planning</li> </ul> Newspaper Edition 136 Week 41				 Summer Events & Fireworks Feature	
19	20	21	22	23	24	25
	<ul style="list-style-type: none"> <li>■ Home Design of the Month</li> <li>■ Maryfield Fair Feature</li> </ul> Newspaper Edition 136 Week 42					
26	27	28	29	30	31	
	<ul style="list-style-type: none"> <li>■ Restaurant Guide</li> <li>■ Spy Hill Sports Days Feature</li> </ul> Newspaper Edition 136 Week 43					


# August 2020

## Advertising Features

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3 ■ Lifestyles Feature Newspaper Edition 136 Week 44 <i>Civic Holiday</i>	4	5	6	7	8
9	10 ■ Financial Planning Newspaper Edition 136 Week 45	11	12	13	14	15
16	17 ■ Home Design of the Month ■ Back To School Newspaper Edition 136 Week 46	18	19	20	21  Back To School	22
23	24 ■ Restaurant Guide Newspaper Edition 136 Week 47	25	26	27	28	29
30	31 ■ Labour Day Feature ■ Summer Activities Page ends Newspaper Edition 136 Week 48					


# Advertising Features

## September 2020

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
		<i>Labour Day</i>				
6	7	8	9	10	11	12
	<ul style="list-style-type: none"> <li>■ Lifestyles Feature</li> <li>■ Summer Shopping Spree ends</li> </ul> Newspaper Edition 136 Week 49					
13	14	15	16	17	18	19
	<ul style="list-style-type: none"> <li>■ Financial Planning</li> <li>■ Salute to Local Heroes</li> </ul> Newspaper Edition 136 Week 50				 Fall Agriculture	
20	21	22	23	24	25	26
	<ul style="list-style-type: none"> <li>■ Home Design of the Month</li> <li>■ Fall Agriculture</li> </ul> Newspaper Edition 136 Week 51					
27	28	29	30			
	<ul style="list-style-type: none"> <li>■ Restaurant Guide</li> <li>■ Get Involved!</li> </ul> Newspaper Edition 136 Week 52					


# October 2020

## Advertising Features

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5 <ul style="list-style-type: none"> <li>■ Lifestyles Feature</li> <li>■ Women In Business</li> <li>■ Christmas Party Planning</li> <li>■ Winter Car Care</li> </ul> Newspaper Edition 137 Week 1	6	7	8	9	10
11	12 <ul style="list-style-type: none"> <li>■ Financial Planning</li> <li>■ Small Business Week</li> <li>■ Co-op Week</li> </ul> Newspaper Edition 137 Week 2 <i>Thanksgiving</i>	13	14	15	16 	17
18	19 <ul style="list-style-type: none"> <li>■ Home Design of the Month</li> <li>■ Mining, Energy &amp; Manufacturing</li> </ul> Newspaper Edition 137 Week 3	20	21	22	23	24
25	26 <ul style="list-style-type: none"> <li>■ Restaurant Guide</li> <li>■ Stay Safe on the Road</li> </ul> Newspaper Edition 137 Week 4	27	28	29	30	31

# Advertising Features


## November 2020

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
	<ul style="list-style-type: none"> <li>■ Lifestyles Feature</li> <li>■ Winter Fun Guide</li> <li>■ Christmas Draw begins</li> </ul> Newspaper Edition 137 Week 5					
8	9	10	11	12	13	14
	<ul style="list-style-type: none"> <li>■ Financial Planning</li> <li>■ Remembrance Day Feature</li> </ul> Newspaper Edition 137 Week 6		<i>Remembrance Day</i>		 Mining, Energy & Manufacturing	
15	16	17	18	19	20	21
	<ul style="list-style-type: none"> <li>■ Home Design of the Month</li> </ul> Newspaper Edition 137 Week 7					
22	23	24	25	26	27	28
	<ul style="list-style-type: none"> <li>■ Restaurant Guide</li> <li>■ Stay Safe on the Road</li> </ul> Newspaper Edition 137 Week 8					
29	30					
	<ul style="list-style-type: none"> <li>■ Christmas Gift Guide</li> </ul> Newspaper Edition 137 Week 9					



# December 2020

## Advertising Features

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7 ■ Lifestyles Feature Newspaper Edition 137 Week 10	8	9	10	11  Christmas Shopping	12
13	14 ■ Financial Planning ■ Last-Minute Gift Guide Newspaper Edition 137 Week 11	15	16	17	18	19
20	21 ■ Home Design of the Month ■ Christmas Greetings Newspaper Edition 137 Week 12	22	23	24 <i>Christmas Day</i>	25 <i>Boxing Day</i>	26
27	28 ■ Restaurant Guide ■ New Year Greetings Newspaper Edition 137 Week 13	29	30	31		

# Custom Printing

For over 130 years The World-Spectator has been your source to get your message out

**Make sure it's professional.**

**Make sure it's seen.**

**Make sure it's  
The World-Spectator!**

## Logo Design



**Playfair**  
DAYCARE INC.



**Moosomin**  
Economic Development

## Sign Design & Printing

Come see us first for all your sign needs!

**COROPLAST SIGNS • METAL SIGNS  
VINYL BANNERS & MORE!**

**Moosomin Thrift Store**  **Food Share**



## Booklets & Programs

We can design and print small books and programs for any event in a quick and efficient manner.

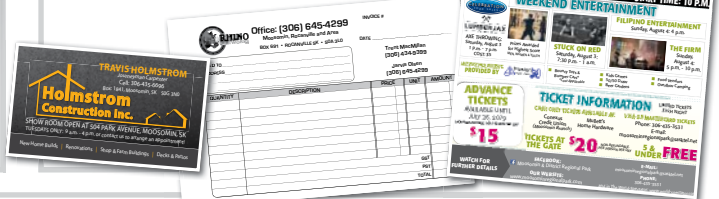
Large quantities or small – we can have your printed programs ready in a matter of days!



## Custom Printing

We can design and print in-house posters, forms, business cards, letterheads, envelopes and so much more!

Call today for a custom quote



## Advertising

Locally

**THE WORLD-Spectator**

Regionally



Provincially



Nationally



Online



# Blanket all or part of Saskatchewan with your ad!

One Zone

**\$86**

Two Zones

**\$123**

All of  
Saskatchewan

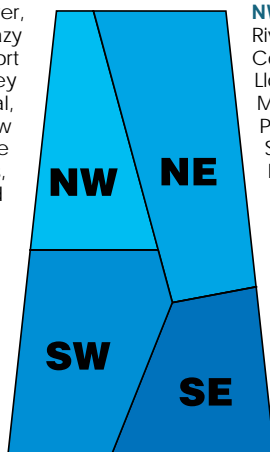
**\$209**

**Blanket  
Classifieds**

Above prices are for 25 words or less. \$5 per word over 25 words.

**SE Zone includes:** Broadview Express, Carlyle Observer, Carnduff Gazette Post News, Deep South Star, Esterhazy Miner-Journal, Estevan Lifestyles, Estevan Mercury, Fort Qu'Appelle Times, Grenfell Sun, Indian Head-Wolseley News, Kipling Citizen, Langenburg Four-Town Journal, Melville Advance, Moosomin World-Spectator, Oxbow Herald, Wolseley R Town News, Radville Star, The Redvers New Optimist, The South West Trader Express, Weyburn Review, Weyburn This Week, Whitewood Herald, The Wolseley Bulletin

**SW Zone includes:** Assiniboia Times, Biggar Independent, Davidson Leader, Eston-Eltose Press Review, Gravelbourg Tribune, Gull Lake Advance, Herbert Herald, Kerrobert Citizen, Kindersley Clarion, Lanigan Adviser, Leader News, Maple Creek & Southwest Advance Times, Maple Creek News, Lumsden Waterfront Press, The Outlook, Rosetown Eagle, Shaunavon Standard, Strasbourg Last Mountain Times, Watrous Manitou, West Central Crossroads



**NW Zone includes:** Battlefords News Optimist, Beaver River Banner, The Country Press, Cutknife Highway 40 Courier, Hafford Riverbend Review, Humboldt Journal, Lloydminster Meridian Booster, Macklin Mirror, Maidstone Mirror, Meadow Lake Northern Pride, Meadow Lake Progress, Rosthern Sask. Valley News, Rural Roota, Shellbrook Chronicle, Spiritwood Herald, Turtleford Northwest Neighbors, Unity Northwest Herald, Wakaw Recorder, Wilkie Press.

**NE Zone includes:** Canora Courier, Creighton/Flin Flon Northern Visions Gazette, Foam Lake Review, Hudson Bay Post Review, Ituna News, Kamsack Times, Kelvington Radio, Kinistino/Birch Hills Post-Gazette, La Ronge Northener, Melfort Journal, Naicam News, Nipawin Journal, Norquay North Star, Northeast Chronicle, Parkland Review, Preeceville Progress, Tisdale Recorder, Wadena News, Watson Witness, Wynyard Advance/Gazette, Yorkton News Review, Yorkton This Week.

# Blanket all or part of Canada with your ad!

All ads are subject to 5% GST. All classified prices are based on 25 words or less.

## British Columbia/Yukon

Deadline: Wednesday  
Circulation: 1,923,139  
Papers: 123  
Basic Charge: \$395.00  
Extra Words: \$9.00

## Alberta/NWT

Deadline: Wednesday  
Circulation: 900,460  
Papers: 118  
Basic Charge: \$269.00  
Extra Words: \$8.00

## Saskatchewan

Deadline: Wednesday  
Circulation: 345,518  
Papers: 83  
Basic Charge: \$209.00  
Extra Words: \$5.00  
1 Zone: \$86.00  
2 Zones: \$123.00

## Manitoba

Deadline: Wednesday  
Circulation: 383,429  
Papers: 43  
Basic Charge: \$189.00  
Extra Words: \$5.00

## Manitoba Breakdown

### Westman

Circulation: 78,903  
Papers: 24  
Basic Charge: \$119.00  
Extra Words: \$5.00

### Eastman

Circulation: 304,526  
Papers: 19  
Basic Charge: \$119.00  
Extra Words: \$5

## Ontario

Deadline: Wednesday  
Circulation: 2,528,718  
Papers: 201  
Basic Charge: \$475.00  
Extra Words: \$6.00

## Ontario Breakdown

### Western Ontario

Circulation: 562,235  
Papers: 66  
Basic Charge: \$142.00  
Extra Words: \$6.00

### Central Ontario

Circulation: 749,026  
Papers: 43  
Basic Charge: \$145.00  
Extra Words: \$6.00

## Ontario Breakdown

### Eastern Ontario

Circulation: 1,054,590  
Papers: 63  
Basic Charge: \$155.00  
Extra Words: \$6.00

### Northern Ontario

Circulation: 162,867  
Papers: 29  
Basic Charge: \$90.00  
Extra Words: \$6.00

## Québec (English)

Deadline: Tuesday  
Circulation: 391,241  
Papers: 25  
Basic Charge: \$160.00  
Extra Words: \$6.00

## Québec (French)

Circulation: 4,383,685  
Papers: 146  
Basic Charge: \$1,097.00

## Montreal (English)

Circulation: 274,126  
Papers: 10  
Basic Charge: \$80.00  
Extra Words: \$6.00

## Atlantic Canada

Deadline: Tuesday  
Circulation: 504,211  
Papers: 63  
Basic Charge: \$179.00  
Extra Words: \$5.00

## All Canada (including French)

Circulation: 11,359,001  
Papers: 801  
Basic Charge: \$2,973.00

## All Canada (English Only)

Circulation: 6,975,316  
Papers: 655  
Basic Charge: \$1,876.00



# Coverage Area



Entire Area Shown:  
Plain & Valley Distribution  
28,000 Households

Dark Blue Area:  
The World-Spectator  
Circulation: 4,007 Households

THE WORLD-  
**Spectator**

**Plain & Valley**