

Northern PRIDE



Connect with Northern Saskatchewan

Northern Pride is the only publication distributed to every community in Northern Saskatchewan – from Meadow Lake in the south to Fon-du-Lac in the north, and from La Ronge in the east to the Alberta border in the west.

2016 Media Kit & Rate Card

NORTHERN PRIDE PUBLICATIONS LTD.

Box 2049, 219 Centre Street
Meadow Lake, SK S9X 1Z4

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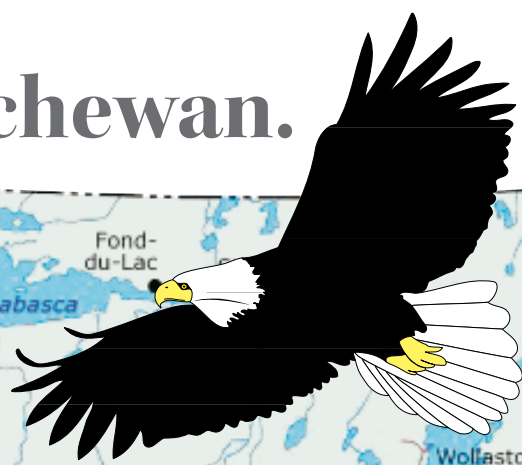
northern.pride@sasktel.net
www.northernprideml.com

We are the voice...



We are an **INDEPENDENTLY OWNED** weekly newspaper operating as an **EDUCATIONAL** and **INFORMATION-SHARING** vehicle for more than 40,000 people residing in northern Saskatchewan. Northern Pride captures and celebrates **PERSONAL STORIES** and connects the **POSITIVE DIVERSITY** and **DYNAMIC CULTURE** between First Nations/Métis, the general public and all levels of government. Each issue of Northern Pride promotes the region's **CULTURE, BUSINESS ACTIVITIES, HEALTH, EDUCATION, AND EMPLOYMENT**. Northern Pride is filled with news, stories and people that will **INFORM AND UPLIFT!**

of northern Saskatchewan.



PUBLISHED: THURSDAYS

Circulation 5500

ADVERTISING DEADLINE

Mondays at 5:00 pm

Size	Width x Depth	Rate(Net)
Full Page	10.25" x 15.50"	\$1162.50
1/2 Page (H)	10.25" x 7.70"	\$612.15
1/2 Page (V)	5.06" x 15.50"	\$612.15
1/4 Page	5.06" x 7.70"	\$306.07
1/8 Page	5.06" x 3.78"	\$150.25
Banner Ads:	10.25" x 2.0"	\$159.00
	10.25" x 2.5"	\$198.75
	10.25" x 3.0"	\$238.50

*For full colour, add \$100 per ad
 Terms of Payment: VISA/MasterCard, Cheque, Cash

**DISPLAY AD
 MECHANICAL REQUIREMENTS**
 (Tabloid – 6 columns)

- 1 Col = 1.58" • 2 Col = 3.33"
- 3 Col = 5.06" • 4 Col = 6.79"
- 5 Col = 8.52" • 6 Col = 10.25"

CAREER AD CLASSIFIEDS
 (8 columns)

- 1 Col = 1.18" • 2 Col = 2.47"
- 3 Col = 3.77" • 4 Col = 5.07"
- 5 Col = 6.36" • 6 Col = 7.66"
- 7 Col = 8.96" • 8 Col = 10.25"

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I READ

We look forward to receiving *Northern Pride* every week. Most weeks my teenage children will grab it and read it fully from front to back before I get my turn.”

~ Sandy Westlake
Westlake Physical Therapy
(advertiser and subscriber)

I RELY

Sure, technology continues to modernize how information is accessed, but the *Northern Pride* is where I find my most trustworthy and reliable local information.”

~ Kelly Leskowski
Ron's Plumbing & Heating
(advertiser and subscriber)

I PROMOTE

Our local newspaper, *Northern Pride*, is like a community megaphone telling everyone out there why our store should be visited today.

~ Dave & Janet Martodam
Martodam's - The Clothing People
(advertiser for more than 20 years)

Launched in 1993, Northern Pride has become the **GO-TO SOURCE** for readers interested in what's going on in this part of the province. It's also a **GREAT PLACE TO ADVERTISE**. Community newspapers still reign supreme, providing a number of significant benefits that cannot be found elsewhere, including television, radio and the internet. Northern Pride provides **PERSONALIZED MARKETING** and **ADVERTISING SOLUTIONS** to support our advertisers' specific objectives. From partnering together in innovative ways to create **THE RIGHT ADVERTISING VEHICLE FOR YOUR MESSAGE**, our deep connection with communities throughout northern Saskatchewan enable advertisers to reach the right audience in the right environment. All of us at Northern Pride are **READY, WILLING AND ABLE** to be your enthusiastic marketing partners in our rich Northern Saskatchewan market. Let us go to work for you!

Northern Pride has been honoured to receive **many awards** since its first issue in spring of 1993, including Saskatchewan's **best all-round weekly newspaper** each of the past seven years.



Independently owned by
Terry & Tammy Villeneuve



Deeply connected ... You can be too!