



adcanada
MEDIA INC.

WHO?

WHAT?

WHEN?

How?

why?



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SECTION 1: Advertising in 2019. The Background Behind Changing Our Strategy.

SECTION 2: AdCanada Media. Structure, Plan, Systems, Processes



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SECTION 1

ADVERTISING IN 2019

Getting Comfortable With Being Uncomfortable



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1. Volatility is the New Normal



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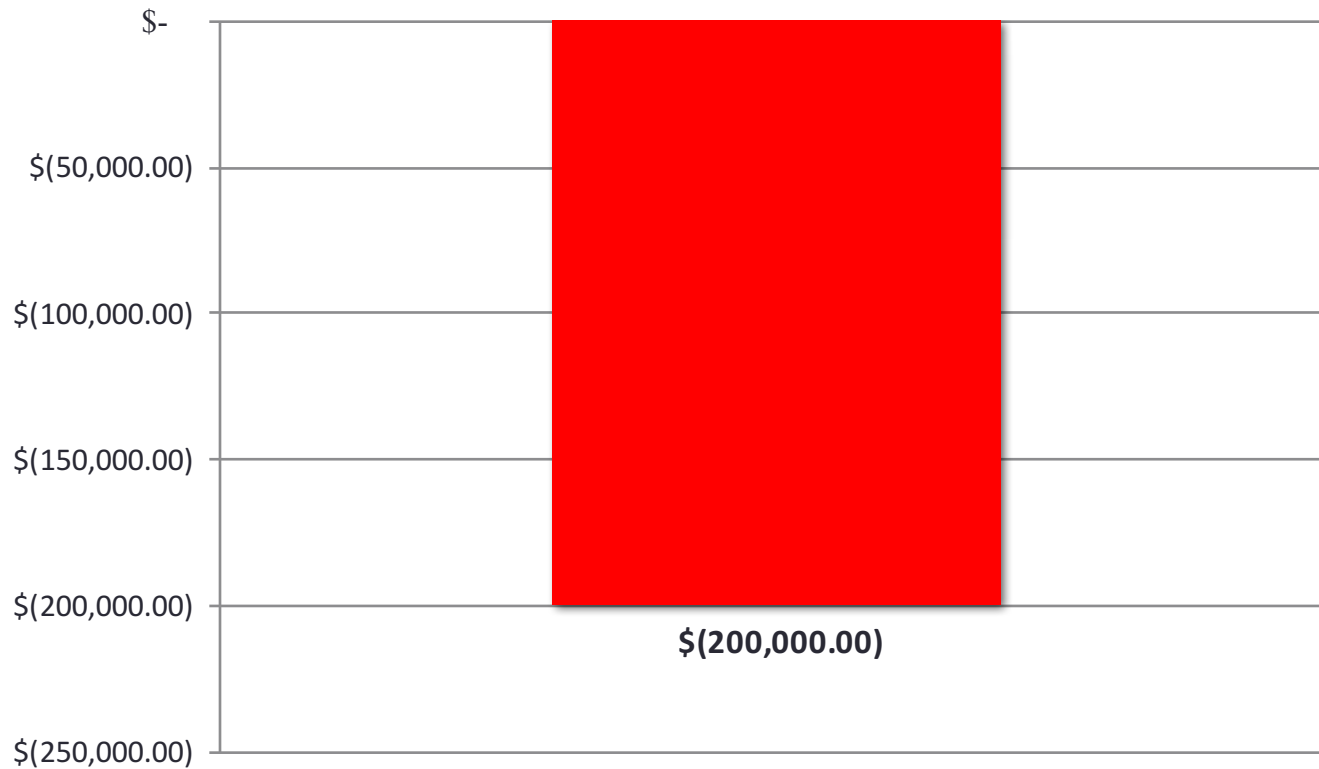
September 2018

Monsanto Commits to a Major Spend



January 8, 2019

We're Informed by the Agency for FDA of The Decision to Drop
Community Newspapers From the DA Plan



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January 11, 2019

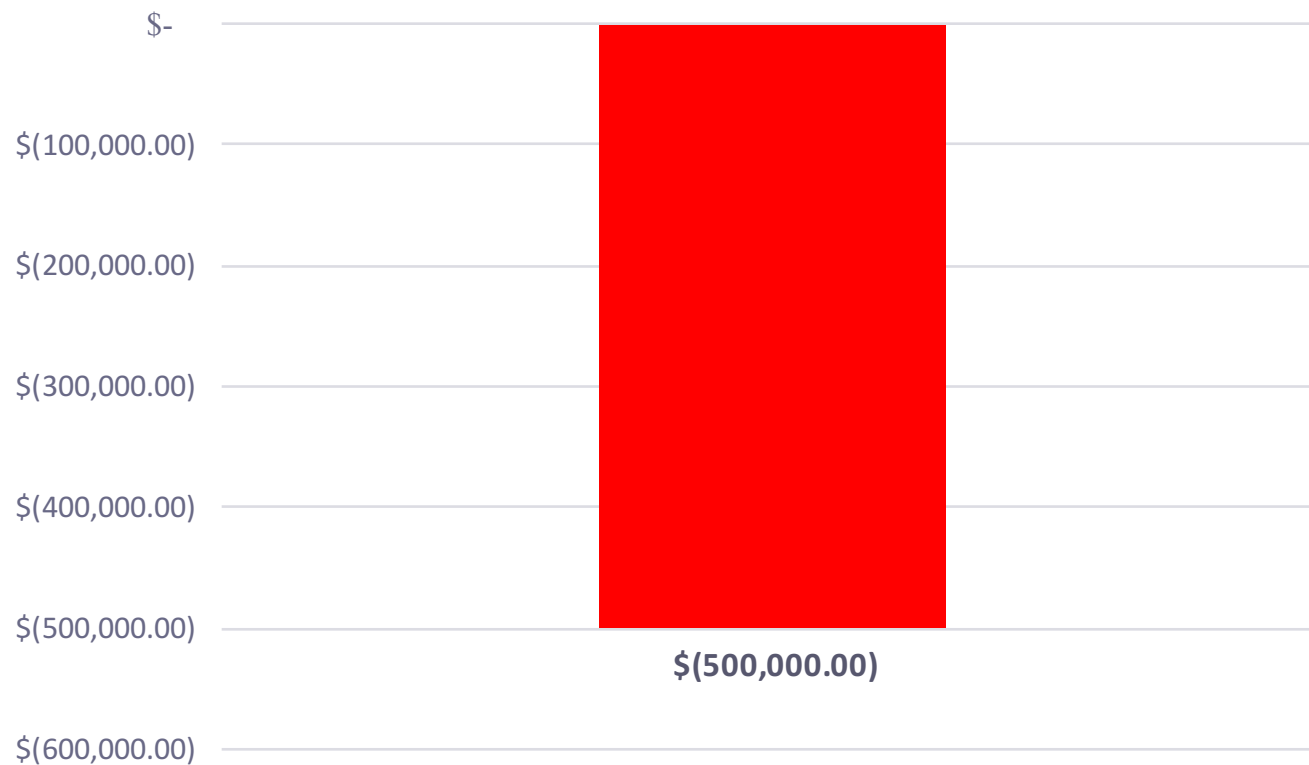
AdCanada Signs a Deal With PHD on an Enbridge Line 5 Re-
construction Campaign



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January 19, 2019

We receive a call from Carat Canada Telling Us That 'They Will No Longer be Placing DA Campaigns with AdCanada Media'



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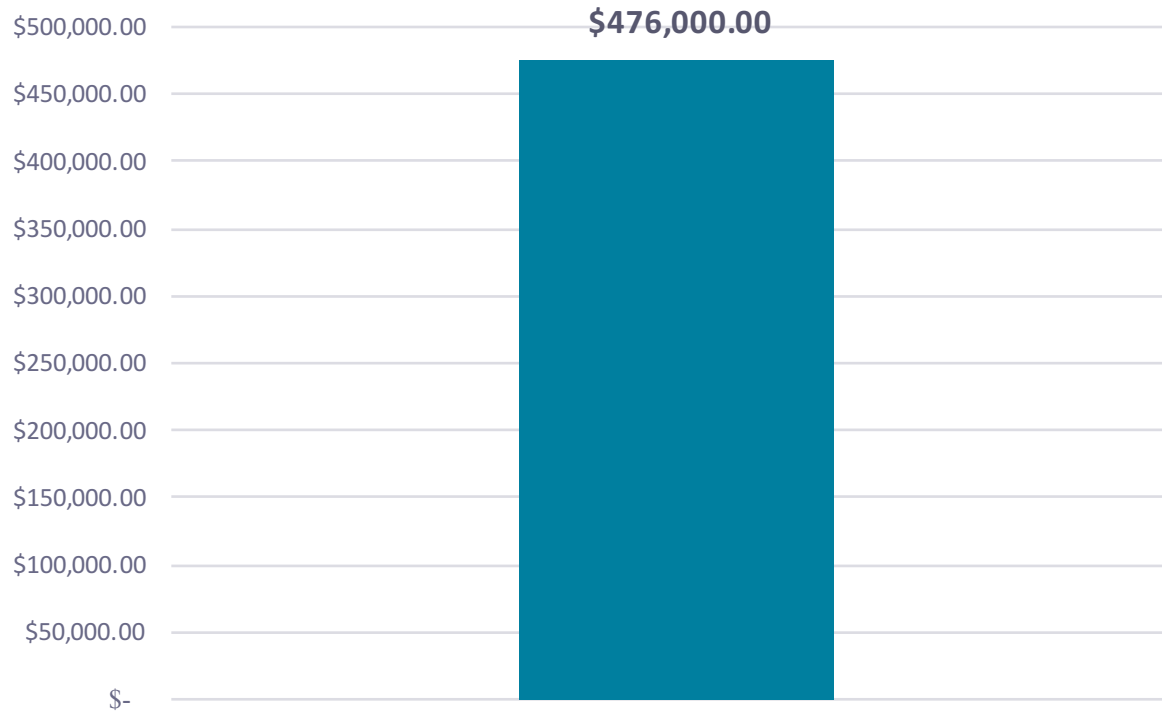
March 11, 2019

We learn from the agency for Liquor Stores of North America that the campaign they'd been running weekly was a strategy to force a purchase. The campaign was successful but now over



April 2019

The Agency for FYI Doctors/Visique Confirms Continued Budget Allocation to Community Print



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4 Months in an Odyssey With Xplornet's Agency

2018 Revenues Peak at \$250K in December, in January We're Informed They've Hired a New CMO With a New Plan and Spend Will Decrease by \$70K in 2019. In April We're Told that New CMO is Out. Spend Will Actually Increase by \$100K in 2019



July 2018-Feb 2019

Stem Cells Centers Appears Out of Nowhere and Immediately Becomes a Top 5 Account. In March 2019 They Disappear Just as Quickly.



2. Agencies Are No Longer Our Customers, They're Now Our **COMPETITORS**



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Agencies Are Competing With us for Ad Budgets

Agency Meeting: February 2019

DSA Media: ‘.....there are no longer planning teams the way we used to see them. Most agencies are now digital-centric and that has become the agency’s identity. The dribs and drabs of traditional media that we might have to place to keep the customers happy is flipped over to the most junior person or the receptionist to deal with. Most agencies don’t employ Media Planners anymore.’

Note: Most agencies are heavily invested in infrastructure and personnel to create a ‘digital-centric’ model.



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Agencies: Part of the Problem

Agency Meeting: March 2019

ZGM Communications, Edmonton: Liquor Stores of North America: ‘.....the margins agencies get on digital campaigns make it hard for us to recommend any other media to the client.’



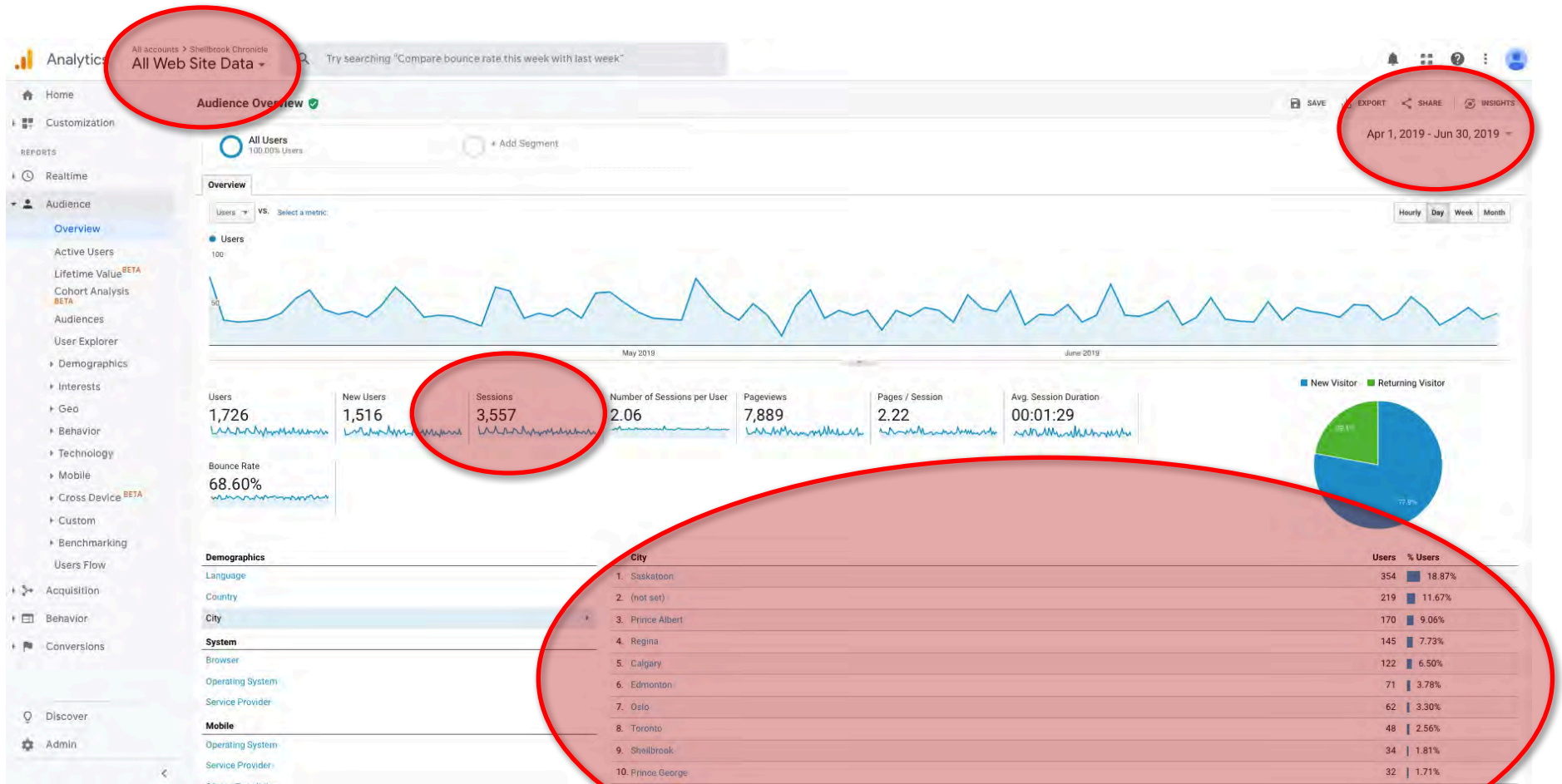
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3. Digital May Not be a Universal Panacea for the Industry

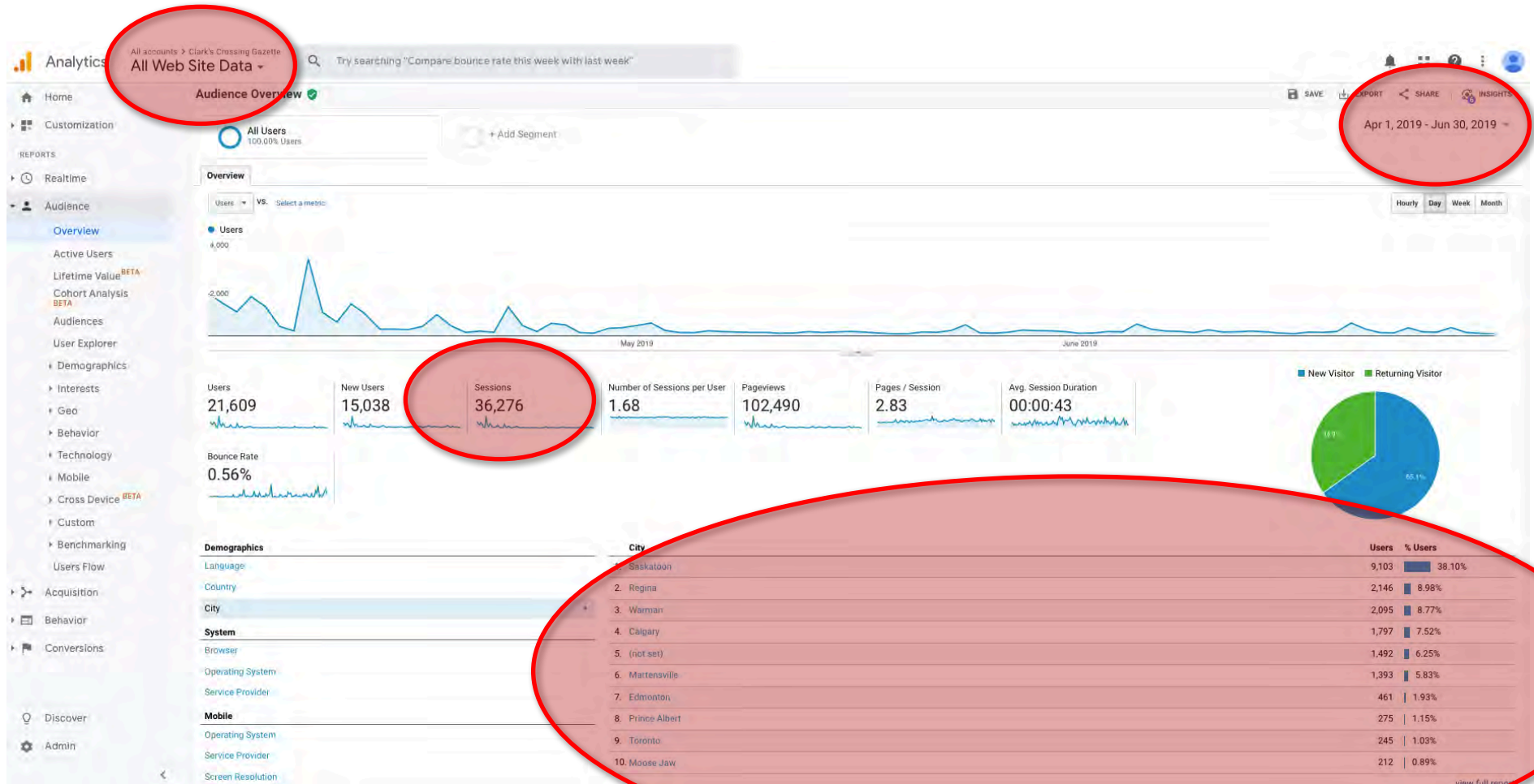


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Site Analytics Tell a Story



Site Analytics Tell a Story



The 'Experts' Say it's Not

August 9, 2019

The Washington Post

"To expect digital revenue to contribute to your overall business is totally unrealistic when we're talking about local papers," said Iris Chyi, an associate professor at the University of Texas at Austin who studies the industry. "After more than 20 years still there is this unrealistic expectation."

[A hedge fund's 'mercenary' strategy: Buy newspapers, slash jobs, sell the buildings]

There remain about 12,000 newspapers in the country, and many of them remain in decent financial health, according to Knoxville, Tenn., media consultant Kevin Slimp. A survey he did of around 400 publishers last year found that for successful papers, "Job number one is to put out a good product. Job number two is to realize that your business is still mainly on the print side."

Slimp is a longtime critic of newspapers' rush to cut their staffs and race to digital platforms once the Internet began cutting into business. When that failed, he said, private equity investors and Wall Street sharks arrived and further gutted the papers for profits.

"They should not have ignored their main products, and they should not have reduced their staffs," he said.

"When you start getting rid of reporters, no one wants to read your paper."



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The Online Industry Is Often Compared to Organized Crime



NEWS > Cost of global ad fraud could top \$30bn

By Christopher Tolve - 06 June 2019 11:57am



Cost of global ad fraud could reach \$30bn, including indirect economic and social costs

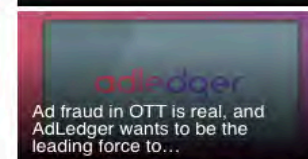
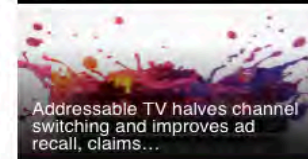
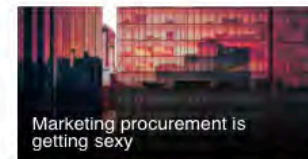
Global ad fraud is predicted to cost an unprecedented \$23bn this year and could reach \$30bn including indirect economic and social costs, according to the report 'The Economic Cost of Bad Actors on the Internet, Ad Fraud 2019,' by cybersecurity company Cheq.

Using economic analyses, proprietary data and expert interviews, Cheq compiled a report that reveals the extent of the damage caused to advertisers and consumers and investigates the root of the problem. Economist Roberto Cavazo, a professor at the University of Baltimore who worked in conjunction with Cheq, said in the report, "I have studied the economic costs of fraud in many sectors for decades, and I was left stunned by the scale of fraud in online advertising."

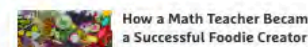


This is the driver of the online ad industry and there are many players involved

Related



Open Mic



Agencies are Part of the Problem

Agency Meeting: March 2019

Pre-Digital Era:

\$100,000

Budget

\$85,000 (85%)

Media (TV, Radio, Newspapers Etc.)

\$15,000 (15%)

Agency

Now:

\$40,000

Budget

\$6,000 (15%)

Media (Google/Facebook)

\$34,000 (85%)

Agency



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4. The Biggest Impact the Internet Has Had on Legacy Media is the Effect on Budgets



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Reduced Baseline for Budgets

DSA Media (SK Gov't Agency of Record): '.....when the Department gives us \$5,000 for a campaign that we used to get \$30,000 for, what do you think that says? It says that they're envisioning a social media campaign'



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Reduced Baseline for Budgets

Hello Greg,

Thank you very much for this information. Updates need to be transmitted to planners, especially when the data goes beyond what can be found in Vividata.

Please understand that Cossette Media planners are platform agnostic - we believe in using the right medium at the right time, for the right target. However, the use of community newspapers is often limited by inadequate budgets to do a national campaign (in both official languages across the country), extremely tight turnaround times (usually 2-3 weeks) and the absence of a creative agency to produce the material i.e. clients build the material themselves. Moreover, many clients wish to engage with Canadians, which is easier/faster to do on digital platforms.

We try to incorporate community papers where we can.

In the meantime, we strongly encourage your members to transmit any changes they have on circulation and costs. Maintaining 3rd party verification is also key.

If you can share the full report with us, it would be greatly appreciated.

Have a good evening,

Julie Courtemanche
Vice-présidente, directrice média / Vice President, Media Director
Cossette Media
2100, rue Drummond, Montréal, QC H3G 1X1 Canada



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What Are We Up Against?

Average CPM's

Google:	\$2.80/M
Facebook:	\$9.06/M
Twitter:	\$5.76/M
Instagram:	\$6.70/M
Television:	\$9-\$25/M
Radio:	\$12-\$16/M



What Are We Up Against?

Community Newspapers (MB/SK/AB)
½ Page, 4c Insertion

\$25.22*/M - \$3,522*/M

Average

\$360.13*/M

* - As a function of circulation, our 'tangible' metric



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What Are We Up Against?

A Campaign With a Target Audience of 500,000

Google: \$1,400

Facebook: \$4,530

Twitter: \$2,880

Instagram: \$3,350

Television: \$4,500 - \$12,500

Radio: \$6,000 - \$8,000

Community Newspapers: \$180,000



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5. The Biggest Impact the Internet Has Had on Advertising Overall is that **'Tangible' Data Drives the Bus**



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The Importance of Tangible Data

----- Forwarded message -----

From: **John Boyd** <boyd@venturecommunications.ca>

Date: Fri, Jan 4, 2019 at 2:41 PM

Subject: RE: Full Page - Full Colour - One-Off

To: Greg Foster <greg@adcanadamedia.ca>

Hey Greg,

I was literally writing you an email about this when I got a notification saying I was not responding to the most recent email in the thread.

Thank you so much for all your help, but I would put a pause on working on it.

I just received a cryptic email saying to "put on the brakes" (whatever that means).

Not sure if that means it's not going to happen or if they're reconsidering.

But I don't want to having to put in more time than you have if it's dead.

And, agreed about planning and online.

I have a whole theory about this (which we'll save for another time).

But it's basically that the original objective of advertising was to inform and persuade.

The media and platforms that could be used were limited by the media / technology available at the time.

In order to evaluate media, various means of measurement were developed.

Over time, measurement of delivery and actions became conflated with the achievement of the ad objectives.

And then eventually, the internet – a media that is inherently measurable in a thousand different ways – came along.

And it opened up a lot of new opportunities – all of them measurable.

And since we've fetishized measurement above all else, we've inevitably ended up here: <http://nymag.com/intelligencer/2018/12/how-much-of-the-internet-is-fake.html>

Anyhow, thanks again for your help (both on this and in 2018).

It's all appreciated.

Cheers!



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Circulation Numbers Have Once Again Become a Primary Metric for Community Newspaper Evaluation



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Circulation #'s Are Critical. The Last Request from Ford, Nov. 2018

From: John Merritt <John.Merritt@mindshareworld.com>
Sent: Monday, November 19, 2018 1:27 PM
To: John Merritt <John.Merritt@mindshareworld.com>
Subject: Ford Dealers - 2019 Newspaper information request
Importance: High

Good afternoon. As we get nearer to planning our 2019 Ford Dealers activity I've been asked by our accounts team to reach out to all our newspaper partners to supply us with some additional information to help us with our plans.

Can you please fill out the attached chart and send back to me? It's very basic info – so if you could return to me by end of day Tuesday (tomorrow) that would be really appreciated, as I'm trying to help with some urgent deadlines that have just been dropped down on us.

For each of the newspapers you represent I need the circulation numbers + subscription numbers for 2017 and 2018.

As well, please indicate the unit rate for each of the sizes listed. This year we were mostly booking 1/3P 4C but we may be expanding into different size ads for 2019, so having the full scope of rates will be helpful.

If either circulation # or specific ad size is not available – please just indicate with N/A.

I'm sending this request out to all publications and all regions, so please just supply for any newspapers you handle. If you represent additional newspapers (even if we don't currently purchase those markets) please include that information as well as we might wish to use for 2019.

If there's any additional information/notes that you think we should be aware of please go ahead and add it in on the chart as necessary.

Any questions or clarification please do let me know.

Your help is much appreciated. Thank you.

John Merritt
Mindshare
Sr. Manager, Exchange Trading
John.Merritt@mindshareworld.com
Office : 647-438-7352



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Circulation #'s Are Critical?

Papers included in Plans during 2017 (Group A)	2018	2017	2016	2015	Change from 2015-2018
Beausejour / Lac du Bonnet Clipper	12700	12,400	12,761	12,411	2.33%
Dauphin Herald	3864	3,934	3,934	4,143	-6.73%
Emerson Southeast Journal	3268	3,268	3,268	3,386	-3.48%
Erickson South Mountain Press	1538	1,387	1,578	1,577	-2.47%
Gimli Express Weekly News (joined in 2016 - see below)					
Killarney Guide	1435	1,517	1,517	1,525	-5.90%
Neepawa Banner & Press	7830	8,229	8,229	7,967	-1.72%
Roblin Review	1525	1,565	1,619	1,649	-7.52%
Russell Banner	1292	1,304	1,356	1,411	-8.43%
Selkirk Record	15556	15,061	15,066	15,327	1.49%
Steinbach - The Carillon	4394	4,996	5,200	5,638	-22.06%
Stonewall Teulon Tribune	7827	7,908	7,823	7,861	-0.43%
Swan Valley (River) Star & Times	2564	2,890	2,890	3,008	-14.76%
The Pas Opasquia Times - Fri	1122	1,219	1,219	1,382	-18.81%
Winkler Morden Voice	15507	15,191	15,211	15,194	2.06%
Total Circulation For Group A	80,422	80,869	81,671	82,479	-2.49%



Publications whose circulation decreases fell below a client-specified threshold (10%) were forced into a 10% rate reduction to stay on plan



A Shift Might Be Looming on the Horizon?



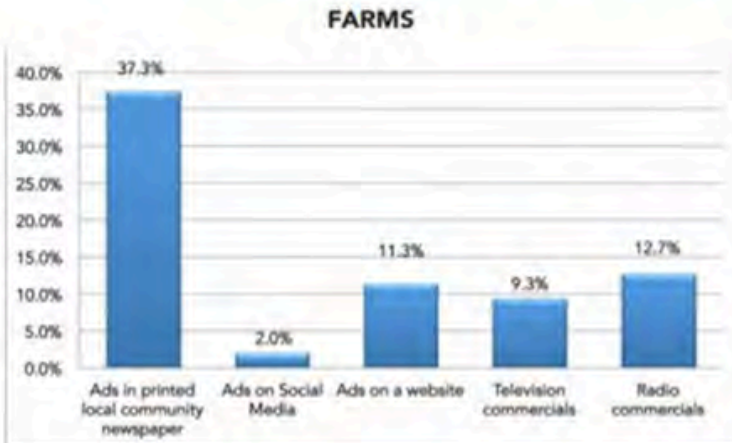
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A Sign of a Shift?

I have (hopefully) a fun request. We're working on a campaign that targets Farmers (of all kinds: cash cropping/grain farming, dairy, beef cattle, greenhouse/fruit farms, and poultry). Mainly Mid-Market Agriculture business owners – the ones who have been established for years (or generations) – looking to build genuine relationships in their business community.

Market-wise the bulk of our target is located in the Prairies (with a skew to Saskatchewan). Greenhouses/Fruit skew in BC & Southern Ontario with Dairy skewed to Ontario. While these represent a high number of farms, there are a large number of hobby/retirement farms which are not the intended target market for TD's Agriculture Services.

I took a read at your 2018 Media Usage Study (further below) and the graph on Farms is very interesting:



There's clearly an opportunity here. This is a call for ideas vs a true proposal as we haven't been briefed yet for FY2020. There's a new business team at TD that is eager for new thinking.

Let us know if you can develop a high-level proposal (one-pager) with rough costs by next Wednesday to utilize community print to target farmers.

Thanks,
Kaitlyn

KAITLYN BULLEN
Media Supervisor



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Signs of a Shift?

CIBC CMO: ‘.....we’ve gone too far with digital and ignored the platforms that made us successful in the first place. We need to find a better balance in our marketing mix. What’s happened with digital reminds me of a bunch of 9 year olds playing soccer.’



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Signs of a Shift?

----- Forwarded Message -----

Subject:New agency / new clients

Date:Tue, 2 Apr 2019 21:15:45 +0000

From:John Boyd [REDACTED]

To:greg@adcanadamedia.ca <greg@adcanadamedia.ca>

Hey Greg,

How's things?

So I jumped ship from Venture a few weeks ago and landed at C&B.

Can we set up a quick call?

I've got some stuff I need to plan out. New Agency = New Opportunities!!

Thanks,

J

John Boyd | Execution Director | **C&B Advertising** | *The brand behind a brand™*

Go behind our brand: Follow us on [Facebook](#) and [Twitter](#)



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Signs of a Shift?

Winnipeg Agency: ‘.....the pendulum is starting to swing back towards traditional media’



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Signs of a Shift?

Agency Meeting on Tuesday

FYI Doctors Agency: ‘....I personally have never understood the mass migration to digital but enough time has passed now that I believe advertisers have enough information to evaluate whether it’s truly working. Many I work with don’t believe it is.’



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But It's Not Going to be 2010 All Over Again



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Not Like the Old Days

Subject: Ad Canada - 2018 Rates

To: Tanis Hutchinson <tanis@adcanadamedia.ca>

Hi Tanis,

Thanks so much for taking my call.

As discussed, we're in the midst of putting together our newspaper rates for 2018. **This year we're looking for a BOGO deal** across all papers. As mentioned, we cannot guarantee a certain spend level or that we can match or surpass last year's spend of \$41K but the client loves frequency therefore, if you can put something together for us that we can take back to management that would be great. Kindly also include the latest circulation and readership numbers for all papers.

Understandably this will take you some time and as agreed upon, getting back to us with your proposal sometime next week is no problem.

Thanks!

Kaitlyn

Kaitlyn Niunka



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Not Like the Old Days

From: Alexandra [REDACTED]
Sent: Thursday, April 18, 2019 9:11 AM
To: Tanis Hutchinson <tanis@adwest.ca>; [REDACTED]
Cc: BRS MASS Planning <BRSMassPlanning@mediaexperts.com>
Subject: RE: New BRS Campaign - Q2 Satellite

Hi Tanis,

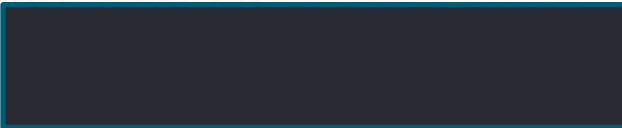
After some discussion, we'd be most interested in FP 4c insertions in the following publications:

Gimli Express Weekly News
Beausejour/Lac du Bonnet Clipper Weekly
Erickson South Mountain Press

As we'd be looking at weekly insertions from w/o April 29 x 6 weeks for all papers, can you confirm if it's possible to provide some added value to the booking (ie a volume discount or bonus insertions)?

Thanks,
Allie

Alexandra Vendette



Not Like the Old Days

----- Forwarded Message -----

Subject:AG Supplements

Date:Tue, 18 Jun 2018 16:04:58 +0000

From:Amanda Fast <afast@dsamedia.ca>

To:Greg Foster <greg@adcanadamedia.ca>

Hi Greg,

Can you put setting together a list of AG supplements on your list? Usually the first ones are in early September so it would be great to get a jump on them.

Best,

Amanda Fast

Media Supervisor

DSA Media

P: 604.513.9992 X 231

E: afast@dsamedia.ca

I am in the office Monday, Tuesday and Thursday



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The Last Discussion With Ford

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If either circulation # or specific ad size is not available – please just indicate with N/A.



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New Ideas Will Sell

newspaper

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Let us know if you can develop a high-level proposal (one-pager) with rough costs by next Wednesday to utilize community print to target farmers.

Thanks,
Kaitlyn

KAITLYN BULLEN
Media Supervisor

Office Closure: Unison will be closed for the Easter weekend April 19-22. 🙏



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SECTION 2

ADCANADA MEDIA INC.

Structure, Plan, Systems, Processes



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Corporate

Federally Incorporated For Profit Corporation with two shareholders. Saskatchewan Weekly Newspapers Association and Manitoba Community Newspapers Association.

Directors:

Kim MacAulay (MB) – President

Terry Jenson (SK) – Secretary/Treasurer

Laurie Finley (MB) – Director

Brent Wright (MB) - Director

Clark Pepper (SK) – Director

Steve Nixon (SK) – Director



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Who's Who

Jeff Beardsworth (EDM) – CEO/Advertising Director

Greg Foster (EDM) – Client Services Manager

Tanis Hutchinson (WPG) – Placement Services Coordinator

Nicole Nater (SASK) - Client Services Coordinator

Wanda Fehr (SASK) – Media Buyer (West and US)

Anne Belanger (WPG) – Media Buyer (East)/Material Coordinator

Tracy Greva (SASK) – Tearsheet/Invoicing Coordinator

Louise Simpson (SASK) – Bookkeeper



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The Plan



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**In Order to Compete For Budgets in a Constantly Evolving Industry We
Must:**

Run the Sales and Marketing Effort Like a Business

ADCANADA

- 1. Generate Revenues to Support Ourselves AS WELL as Publishers**
- 2. Address Realities and Challenges of Running a Business in Current Climate**
- 3. Diversify Revenue Streams**

NEWSPAPERS

- 1. Align Our Product to the Market (Revamp Rate Structure)**
- 2. Entrust AdCanada With Decision-Making Capabilities**
- 3. Flexibility on Pricing**
- 4. Be Adaptable**



Run the Sales and Marketing Effort Like a Business. What Does it Mean?

1. Revenues for the Organization a Priority (Target Yield – 15%)
2. Revenues Support Sales Effort
3. Viable Business Plan Detached From ‘Member Service’ Services
 1. Media Agency vs Dedicated Rep House
 2. Diversify Revenue Streams: Currently 11
 3. Manage Risk and CashFlow (Pay When Paid)
 4. Maximize Efficiency (Evolve as the Landscape Shifts)
 5. Cloud-Based Infrastructure. Adapt ‘Off the Shelf’ vs Custom Applications
 6. Engaged Sales Effort



Run the Sales and Marketing Effort Like a Business. What Does it Mean?

Create a 'Localized' Approach to Selling Regionally and Nationally

- Embrace a New Paradigm for Rates. The National Rate Card is No Longer Applicable.
- Harness, Curate and Promote Existing Supplements and Features
- Combination Opportunities
- Sponsorships
- Special Packaging and Pricing (AdCanada Media Networks)
- Flexibility on Pricing and Incentives
- Be Adaptable. Decisions Are Made in Minutes and Hours NOT DAYS AND WEEKS
- Engaged With Local Sales Departments (Information Flow, Lead Sharing Etc.)



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AdCanada Rate Card (The Gig is up on the National Rate)

AdCanada Uses a Frequency-Based Rate Card Employing Local Rates and a 3% Commission

Frequency	1x	2x	4x	8x	12x	24x	48x
Two Pages	\$1,323	\$1,164	\$1,005	\$847	\$688	\$529	\$370
Full Page	\$728	\$648	\$569	\$490	\$410	\$331	\$251
3/4 Page	\$651	\$592	\$533	\$474	\$415	\$355	\$296
1/2 Page	\$521	\$482	\$443	\$404	\$365	\$326	\$286
1/3 Page	\$397	\$370	\$344	\$318	\$291	\$265	\$238
1/4 Page	\$326	\$306	\$286	\$267	\$247	\$228	\$208
1/8 Page	\$185	\$175	\$165	\$155	\$144	\$134	\$124
1/16 Page	\$99	\$94	\$89	\$84	\$79	\$74	\$69

\$925 Net

**ADWEST'S
SINGLE NAT.
RATE**

- 6 frequency-based levels
- **Local line rates** w/commission and surcharges
- Publishers set their own discounts
- Eliminate ambiguity and confusion

**ACTUAL
LOCAL
RATE
CARD 2015**



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AdCanada Rate Card (The Gig is up on the National Rate)

A current Alberta example

NET ADVERTISING Rates & Sizes

CENTRE SPREAD	FULL PAGE	3/4 PAGE	2/3 PAGE	5/8 PAGE
S 12 col. X 177 agate lines 19.622" X 12.642"	A 6 col. X 177 agate lines 9.456" X 12.642"	B 6 col. X 132 agate lines 9.456" X 9.428"	C 4 col. X 177 agate lines 6.251" X 12.642"	D 6 col. X 109 agate lines 9.456" X 7.785"
\$1,656.72	\$828.36	\$617.76	\$552.24	\$510.12
\$1,806.72 w/colour	\$903.36 w/colour	\$692.76 w/colour	\$627.24 w/colour	\$585.12 w/colour

ADVERTISING Frequency

4 ISSUES - 5% DISCOUNT
 8 ISSUES - 10% DISCOUNT
 12 ISSUES - 15% DISCOUNT
 (colour not discounted)



ACTUAL
LOCAL
RATE
CARD 2019

\$1,166.73
Net



AWNA's
SINGLE NAT.
RATE



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AdCanada Rate Card (The Gig is up on the National Rate)

Process Colour Rates Offered at 3 Standard Modular Sizes

For Eg.

<1/4p

\$50

<1/2p

\$100

<Full

\$150



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Harness, Curate and Promote Existing Opportunities (Supplements/Features)

Bonus!
See our contest inside or log on to www.stalbertgazette.com for your chance to win some great prizes!

Spring home improvement

Spring is the ideal time to spruce up your home, inside and out. Find ideas, inspiration and home improvement savings inside our latest special section – Spring Home Improvement. From the roof to the basement, this special section is your go-to guide for the latest in home innovation.

St. Albert Gazette

Opportunities: Supplements/Features Search

Use the filters below to identify unique placement opportunities available in AdCanada Media member newspapers.

For more details on the special supplement/feature placement opportunities available in AdCanada Media newspapers or to have us prepare an advertising proposal please email us: info@adcanadamedia.ca

Search

Newspaper Name:

Billing: ADCANADA MEDIA AWNA PNG/GLACIER

Publication group: AdAtlantic Black Press Brunswick Canstar Glacier Glacier/PNG Greatwest Group Capitaes Medias Independent London Publishing Metroland Postmedia SaltWire Southern AB Newspapers TC Media

Province: AB BC MB NB NF NS NT NU ON PE QC SK YT NT/NU/YK

Filter by distribution IDs

Filter by zone(s)

Publication type:

Type of Supplement: AGRICULTURE AUTOMOTIVE EDUCATION FINANCE/INVESTMENT FOOD/NUTRITION/HEALTH AND WELLNESS HOME IMPROVEMENT INDUSTRY PEOPLE SMALL BUSINESS SPORTS/FITNESS/RECREATION TOURISM

Timing:

Postal Code:

Or, Locate a Newspaper Community

Community:

Distance (kms):

St. Albert Chimney Sweep Service Ltd.
www.chimneyguys.com

WETT Certified First Class Gas Fitter • Insurance Inspection & Claims
Fireplace, Stove, Chimney Sales, Barbecues, Gas Firepits

95 Cariveau Ave., St. Albert • Ph. 780-458-6040
Fax: 780-459-7576 • john@chimneyguys.com



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MEDIA INC.
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Combination Opportunities Reduces Cost & Creates Efficiency Within the Media

AdCanada Media Rate Search

AdCanada Media maintains a database of various rates for over 270 publications that is updated by filters below. Note that all AdCanada Media rates are negotiated individually and directly with the publisher.

AdCanada Media offers planning support and placement services for NON-MEMBERS. For information on non-members please contact AdCanada Media info@adcanadamedia.ca

Rate Type: Search

Newspaper Name:

Billing: ADCANADA MEDIA AWNA PNG/GLACIER

Publication group: AdAtlantic Black Press Brunswick Canstar Glacier Glacier/PNG Greatwest Group Capitaes Medias Independent London Publishing Metroland Postmedia SaltWire Southern AB Newspapers TC Media

Province: AB BC MB NB NF NS NT NU ON PE QC SK YT NT/NU/YK

Format:

Publication type: Affiliate Agriculture Bi-Weekly Combination Opportunity Daily Ethnic Expanded Coverage Monthly Regional Weekly

Postal Code:

Or, Locate a Newspaper by: Distance /kmcl Province of a Community

A Media Agency for the Agencies

Want to place this campaign in markets across Canada? AdCanada Media offers placement services nationwide.

NOTE: The advertising rates included in this proposal are campaign-specific and NOT APPLICABLE OR TRANSFERABLE TO ANY OTHER CAMPAIGN OR CLIENT. The Advertiser agrees to the terms applicable to the specified rate level and accepts that any cancellation of insertions or non-performance may result in adjustments to the invoice.

Individual title deadlines are subject to revision due to holidays. For current schedule of closures or revisions to publishing schedules please visit <http://www.adcanadamedia.ca/publishing-changes> prior to finalizing the booking.

Newspaper Summary

Newspaper Publication	Circ	Format	Editon Day	Material Size(W" x H")	Freq	Depth (lines)	# of Cols	Total Lines	Client Rate (Gross)	Colour Charge (Gross)	Ad Cost (Gross)	Billing
East Central SK Combination (Foam Lake Review, Ituna News, Wynyard Advance)	3,033	6C tabloid	Monday	10,25 X 7.857	1	110	6	660	\$1.370	\$315.00	\$1,219.20	ADCANADA MEDIA
Foam Lake Review*	989	6C tabloid	Monday	10.25 X 7.857	1	110	6	660	\$0.600	\$152.00	\$548.00	ADCANADA MEDIA
Ituna News*	524	6C tabloid	Monday	10.25 X 7.857	1	110	6	660	\$0.530	\$152.00	\$501.80	ADCANADA MEDIA
Wynyard Advance/Gazette*	1,078	6C tabloid	Monday	10.25 X 7.857	1	110	6	660	\$0.640	\$152.00	\$574.40	ADCANADA MEDIA

Campaign Summary

Billing	Total Editions	Total Linage	Total Circulation	Total Households	Total Penetration
ADCANADA MEDIA	4	2,640	5,624	5,796	97

Spec Summary

Number of papers	Recommended Sizes (w" x h")
4	10.25 X 7.857

Cost Summary

Billing	Gross Ad Cost	Agency Discount	Net Ad Cost	Fee	Sub Total
ADCANADA MEDIA	\$2,843.40	\$426.51	\$2,416.89	\$0.00	\$2,416.89
Total	\$2,843.40	\$426.51	\$2,416.89	\$0.00	\$2,416.89

Placement Summary

Placements	Booking/Material Deadline	Booking Email	Material Email
AdCanada Media	Wed 2pm	bookings@adcanadamedia.ca	material@adcanadamedia.ca



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Sponsorships Offer Desirable Brand Awareness



GREAT WEST
NEWSPAPERS

ACE LIQUOR DISCOUNTER
Great Selection Better Prices

PICK THE WINNERS

HOCKEY POOL

Grand Prize Winners!

1st Place: \$3,000
David Skuban
Fort Saskatchewan

2nd Place: \$1,700
Rick Jackson
Barrhead

3rd Place: \$1,000
Sean Romans
St. Albert

**Watch for us again
in the 19/20 NHL
Hockey Season!**



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MEDIA INC.
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Bundling and Packaging Aligns to Budgets (AdCanada Networks Program)

AdCanada Media Display Ad Network

Placement Costs

Save over 50% on your advertising costs by taking advantage of AdCanada Media's Display Network programs.

	2x2 Business Card	2x4 Stacked Business Card	1/4 Page
Saskatchewan	\$1,750	\$3,330	\$10,212
Manitoba	\$1,660	\$3,194	\$8,955

Individual geographic zones can be purchased starting at \$273 per zone. See Participating Publication List attached for zone rates!



Flexibility on Pricing and Incentives is Expected by Clients

From: Alexandra [REDACTED]
Sent: Thursday, April 18, 2019 9:11 AM
To: Tanis Hutchinson <tanis@adwest.ca>; [REDACTED]
Cc: BRS MASS Planning <BRSMassPlanning@mediaexperts.com>
Subject: RE: New BRS Campaign - Q2 Satellite

Hi Tanis,

After some discussion, we'd be most interested in FP 4c insertions in the following publications:

Gimli Express Weekly News
Beausejour/Lac du Bonnet Clipper Weekly
Erickson South Mountain Press

As we'd be looking at weekly insertions from w/o April 29 x 6 weeks for all papers, can you confirm if it's possible to provide some added value to the booking (ie a volume discount or bonus insertions)?

Thanks,
Allie

Alexandra Vendette



Be Adaptable and Open to New Ideas

There's clearly an opportunity here. This is a call for ideas vs a true proposal as we haven't been briefed yet for FY2020. There's a new business team at TD that is eager for new thinking.

Let us know if you can develop a high-level proposal (one-pager) with rough costs by next Wednesday to utilize community print to target farmers.

Thanks,
Kaitlyn

KAITLYN BULLEN
Media Supervisor



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What Did We Pitch to TD/Canada Trust?



Canada Trust

Agriculture Services



**WE'RE
HERE**

At TD Canada Trust Agriculture Services we've been helping farmers around here for over 50 years.

We understand that farming is more than a business, it's also a way of life. Our agriculture specialists understand the factors that affect farming in this area and are committed to building long-term relationships with you. We can help you expand your operations, improve your cash flow and finance equipment, quota or livestock.

We know you're here and so are we.

Use of Local People (Battle River Farms, Galahad, AB) to Locally TAG the brand to the community.



Canada Trust

Agriculture Services



**WE'RE
HERE**

At TD Canada Trust Agriculture Services we've been helping farmers around here for over 50 years.

We understand that farming is more than a business, it's also a way of life. Our agriculture specialists understand the factors that affect farming in this area and are committed to building long-term relationships with you. We can help you expand your operations, improve your cash flow and finance equipment, quota or livestock.

We know you're here and so are we.

Use of Local Landmarks (World's Largest Coffee Pot, Davidson, SK) to Locally TAG the brand to the community.



Canada Trust

Agriculture Services



**WE'RE
HERE**

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We understand that farming is more than a business, it's also a way of life. Our agriculture specialists understand the factors that affect farming in this area and are committed to building long-term relationships with you. We can help you expand your operations, improve your cash flow and finance equipment, quota or livestock.

We know you're here and so are we.

Use of 'Welcome To.....' Sign to Locally TAG the brand to the community.



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AdCanada Media Systems and Processes

1. Frequency-Based Rate Card (6 Levels)
2. Bookings (Insertion Orders, Run Sheets, Ad Reminders Etc.)
3. Ad Material Distribution, Tearsheets, Archive
4. Market Data and Analytics
5. Payments
6. Data Gathering
7. Reporting
8. Research
9. AdCanada Media Website



Local, Frequency-Based Rate Card: ROP

LOCAL RATES - ROP

Please provide rates NET to Pay. A 3% commission will be applied to these rates and deducted on each order.

1-3 Insertions*

4-5 Insertions*

6-11 Insertions†

12-23 Insertions*

24-51 Insertions*

52+ Insertions*



Local, Frequency-Based Rate Card: Colour

LOCAL RATES – COLOUR

Due to the volume of requests received for process colour and the impact colour prices have on overall campaign costs, we are requesting aggressive colour prices at each of the three sizes below:

Please provide rates NET to Pay. A 3% commission will be applied to these rates and deducted on each order.

1/4p or Less:

1/2p:

Full Page:



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Local, Frequency-Based Rate Card: FSI's

LOCAL RATES - FSI

Please provide rates NET to Pay.

For any weight categories that don't apply, please enter N/A. The category 31-35 grams MUST be filled out.

1 to 15 grams (Net to publication CPM)

16 to 20 grams (Net to publication CPM)

21 to 25 grams (Net to publication CPM)

26 to 30 grams (Net to publication CPM)

31 to 35 grams (Net to publication CPM)*

36 to 40 grams (Net to publication CPM)

41 to 45 grams (Net to publication CPM)

46 to 50 grams (Net to publication CPM)



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Insertion Orders

AdCanada Media Inc

203 - 2750 Faithfull Avenue
Saskatoon, SK S7K 6M6

Tuesday, August 27, 2019 03:18 PM

Page 1

Advertisement Insertion Order

Newspaper Kelly
Dauphin Herald
Box 548, 120-1st Avenue NE
Dauphin, MB R7N 2V4

Voice (204) 638-4420
Fax (204) 638-8760

Client Name Assiniboine Community College

Order 19082AA4

Position Best available

Copy www.adflow.adwest.ca

Number of Tearsheets 0

Run Date	Ad Size	Ad Rate	Color Rate	Net to Paper
08/13/2019	5 X 116	\$0.62 Level 3 (2019)	\$48.30 1/4 Page - Full Colour - 2019	\$407.90

Dreaming of a New Cottage

A typical I/O will indicate the supplied rate at a specific level with the 3% AdCanada commission already applied. In this case the supplied line rate at Level 3 was .64/line.

Note: rate is rounded to 2 decimal points.



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Insertion Orders

AdCanada Media Inc

203 - 2750 Faithfull Avenue
Saskatoon, SK S7K 6M6

Tuesday, August 27, 2019 03:18 PM

Page 1

Advertisement Insertion Order

Newspaper Kelly
Dauphin Herald
Box 548, 120-1st Avenue NE
Dauphin, MB R7N 2V4

Client Name Xplornet
Order 19083AX4
Position best available
Copy www.adflow.adwest.ca
Number of Tearsheets 0

Voice (204) 638-4420
Fax (204) 638-8760

Run Date	Ad Size	Ad Rate	Color Rate	Net to Paper
08/13/2019	3 X 110 Xplornet	\$205.00 Xplornet Flat Rate for Quarter Page	\$0.00	\$205.00

AD RATE INCLUDES COLOUR

Periodically campaigns are negotiated on a flat rate basis. I/O's will indicate such and show Net Rates to Pay. No further commissions.



Ad Reminders

AdCanada Media Inc

203 - 2750 Faithfull Avenue
Saskatoon, SK S7K 6M6

Tuesday, August 27, 2019 03:20 PM

Page 1 of 1

Newspaper Ad Reminders

To Kelly

Please make sure all of the ads listed below are scheduled to run between Monday, August 12, 2019 and Sunday, August 18, 2019.

Newspaper Name	Run Date	Order	Client Name	Ad Size	Caption	Net to Paper
Dauphin Herald						
	08/13/2019	19082AA3	Assiniboine Community College	3 x 100	Carpentry	\$234.30
	08/13/2019	19082AA4	Assiniboine Community College	5 x 116	Dreaming of a New Cottage	\$407.90
	08/13/2019	19082RR0	Reit-Syd Equipment	3 x 91	Don't Miss Big Savings	\$217.56
	08/13/2019	19083AX4	Xplornet	3 x 110	Xplornet	\$205.00
	08/13/2019	19083BB0	Blanket Text Only Ads - MCNA	0 x 0	Classified Word Ads - MCNA	\$0.00
	08/13/2019	19083BR0	Response & Power Builder Ads - MCN	0 x 0	Power/Response Builders - MCNA	\$0.00
	08/13/2019	19083MCO	CUPE Healthcare	6 x 100	CUPE	\$493.00
	08/13/2019	19084WW0	W. Giesbrecht Homes	2 x 50	For Immediate Possession	\$0.00

8 ads scheduled to run.

*** END OF REPORT ***

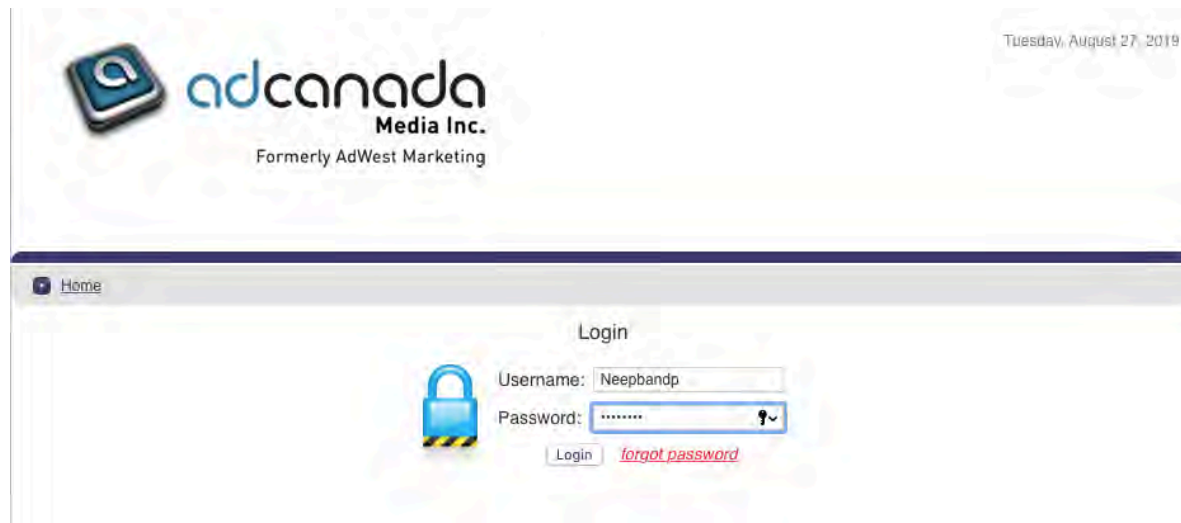
Ad Reminders/Runsheets distributed via email (to specified contacts) 24 hours prior to deadline summarizing each weeks bookings



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Ad Material Distribution, Tearsheets, Archive

AdFlow by NewsNet Canada



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Media Inc.
Formerly AdWest Marketing

Tuesday, August 27, 2019

Home

Login

Username: Neebandp

Password:


Login [forgot password](#)

- Cloud application hosted by Amazon Web Services
- Identical tearsheet system to OCNA/AdReach
- Primary function is tearsheets but adapted for use as an archive
- Digital editions uploaded unique from AWSOM
- Mirror existing usernames and passwords
- User Guide and handbook available
- Video tutorials on request
- Star Press uploads for publications they print



Ad Material Distribution, Tearsheets, Archive

Tuesday, August 27, 2019



Formerly AdWest Marketing

Art Materials **Awaiting Upload** Archive Logout

Awaiting Upload

Run Date: 8/23/2019 **Newspaper:** Neepawa Banner and Press [Upload Files](#)

Order #	Client	Ad Size	Caption	
19084BB0	Blanket Text Only Ads - MCNA	0 x 0	Classified Word Ads - MCNA	<input type="checkbox"/> Did not run.
19084BR1	Response & Power Builder Ads - MCNA	0 x 0	Power/Response Builders - MCNA	<input type="checkbox"/> Did not run.
19084AX2	Xplornet	3 x 98	Xplornet	<input type="checkbox"/> Did not run.
19084GM2	MB Elections	6 x 160	Provincial election called	<input type="checkbox"/> Did not run.

Run Date: 8/30/2019 **Newspaper:** Neepawa Banner and Press [Upload Files](#)

Order #	Client	Ad Size	Caption	
19085BR0	Response & Power Builder Ads - MCNA	0 x 0	Power/Response Builders - MCNA	<input type="checkbox"/> Did not run.
19085GP0	Princess Auto	0 x 0	FLYERS - Princess Auto E18	<input type="checkbox"/> Did not run.
19085BB0	Beltone Hearing	2 x 80	Beltone Hearing	<input type="checkbox"/> Did not run.
19085GM2	MB Elections	4 x 160	Vote in Advance	<input type="checkbox"/> Did not run.
19085BB2	Blanket Text Only Ads - MCNA	0 x 0	Classified Word Ads - MCNA	<input type="checkbox"/> Did not run.
19085HH0	HearingLife	2 x 90	Keystone Hearing	<input type="checkbox"/> Did not run.

Run Date: 9/6/2019 **Newspaper:** Neepawa Banner and Press [Upload Files](#)

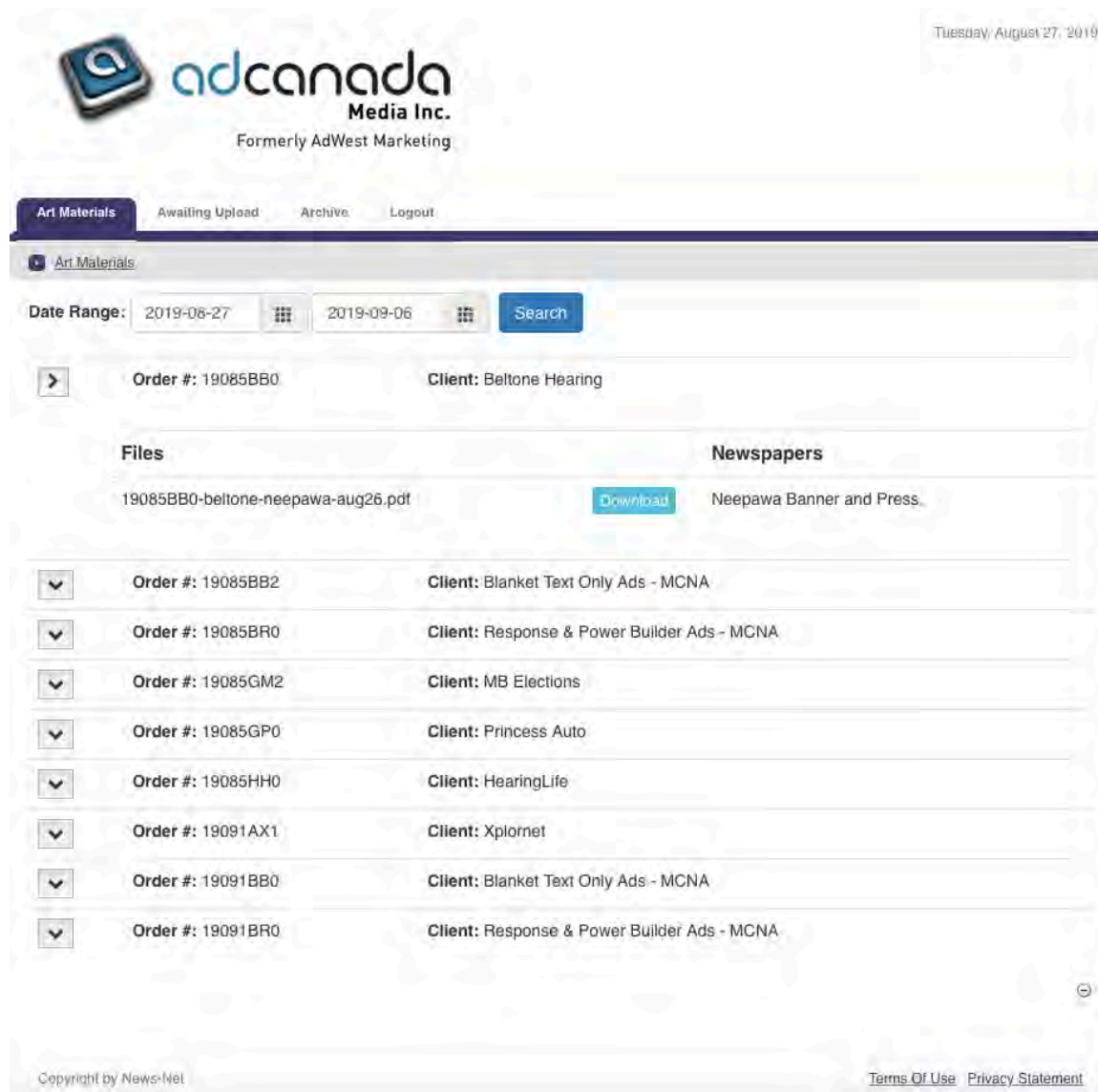
Order #	Client	Ad Size	Caption	
19091BR0	Blanket Text Only Ads - MCNA	0 x 0	Classified Word Ads - MCNA	<input type="checkbox"/> Did not run.



Ad Material Distribution, Tearsheets, Archive



Ad Material Distribution, Tearsheets, Archive



The screenshot displays the AdCanada Media Inc. web application interface. At the top left is the company logo, and at the top right is the date "Tuesday, August 27, 2019". Below the logo, the text "Formerly AdWest Marketing" is visible. A navigation bar contains tabs for "Art Materials", "Awaiting Upload", "Archive", and "Logout". The "Art Materials" tab is active, showing a sub-tab "Art Materials". Below this, there is a "Date Range" filter with two date pickers: "2019-06-27" and "2019-09-06", and a "Search" button. The main content area shows a list of ad materials. The first entry is expanded, showing "Order #: 19085BB0" and "Client: Beltone Hearing". Below this, there are two columns: "Files" and "Newspapers". Under "Files", there is a file named "19085BB0-beltone-needpawa-aug26.pdf" with a "Download" button. Under "Newspapers", there is an entry for "Neepawa Banner and Press". Below the expanded entry, there is a list of other ad materials, each with a dropdown arrow, "Order #", and "Client" information.

Order #	Client
19085BB0	Beltone Hearing
19085BB2	Blanket Text Only Ads - MCNA
19085BR0	Response & Power Builder Ads - MCNA
19085GM2	MB Elections
19085GP0	Princess Auto
19085HH0	HearingLife
19091AX1	Xplornet
19091BB0	Blanket Text Only Ads - MCNA
19091BR0	Response & Power Builder Ads - MCNA



Ad Material Distribution, Tearsheets, Archive

The screenshot displays the AdCanada Media Inc. Archive interface. At the top, the logo for AdCanada Media Inc. (Formerly AdWest Marketing) is visible, along with the date Tuesday, August 27, 2019. The navigation menu includes 'Art Materials', 'Awaiting Upload', 'Archive' (which is selected), and 'Logout'. Below the navigation, there are search and filter options: 'Date Range' (2019-08-06 to 2019-08-27), 'Sort by' (Publication Date), 'Search for text' (MB Election), and 'Restrict by' (Neepawa Banner and Press). A 'Search' button is also present. The main content area shows a grid of newspaper ad material thumbnails. Each thumbnail includes a preview of the newspaper page and a 'Download' button. The thumbnails are labeled with the publication name 'Neepawa Banner and Press', the date '8/9/2019' or '8/16/2019', and the page and section information (e.g., Page: 09 Section: A20).

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Media Inc.
Formerly AdWest Marketing

Tuesday, August 27, 2019

Art Materials Awaiting Upload **Archive** Logout

Archive

Date Range: 2019-08-06 2019-08-27

Sort by: Publication Date Search

Search for text: MB Election Restrict by: Neepawa Banner and Press

Neepawa Banner and Press 8/9/2019 Page: 09 Section: A20 Download

Neepawa Banner and Press 8/16/2019 Page: 04 Section: A16 Download

Neepawa Banner and Press 8/16/2019 Page: 06 Section: A16 Download

Neepawa Banner and Press 8/16/2019 Page: 08 Section: A16 Download

Data, Analytics, Market Profiles and Sales Toolbox

By ReachCommunities Media Inc.



Market Analyzer an xviewmedia.com solution



- Publication Updates
- Opportunities
- Market Analyzer
- Interactive Mapper
- Co-op Tracker
- Publication Specs
- Campaign Ideas

Home / Ad Planning Tools / AdCanada Media Staff Planning Portal

AdCanada Media Staff Planning Portal

[Direct Quote Portal](#)

[Coverage Maps](#)

[Mechanical Specs](#)

[Common Ad Sizes](#)

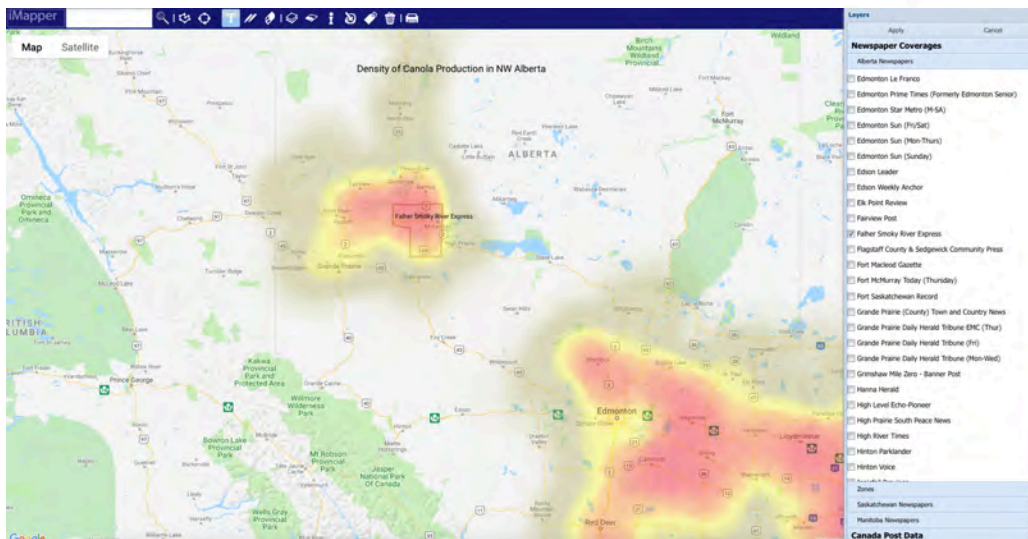
[Regular Features](#)

[Special Supplements](#)

[Special Products](#)

[Detail Sheets](#)

[QuickMaps Lookup Tools](#)



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MEDIA INC.
Formerly AdWest Marketing

Data, Analytics, Market Profiles and Sales Toolbox

By ReachCommunities Media Inc.

AdCanada Media Rate Search

AdCanada Media maintains a database of various rates for over 270 publications that is updated in real time. You can refine your search using the filters below. Note that all AdCanada Media rates are negotiated individually and directly with publishers.

AdCanada Media offers planning support and placement services for NON-MEMBER publications.
 For information on non-members please contact AdCanada Media info@adcanadamedia.ca

Rate Type:  Search

Newspaper Name:

Billing: ADCANADA MEDIA AWNA PNG/GLACIER

Publication group: AdAtlantic Black Press Brunswick Canstar Glacier Glacier/PNG Greatwest Group Capitales Medias Independent London Publishing Metroland Postmedia SaltWire Southern AB Newspapers TC Media

Province: AB BC MB NB NF NS NT NU ON PE QC SK YT NT/NU/YK

Filter by distribution IDs

Filter by zone(s)

Format:

Publication type:

Postal Code:

Or, Locate a Newspaper Circulating Within a Specific Distance of a Communi

Community:

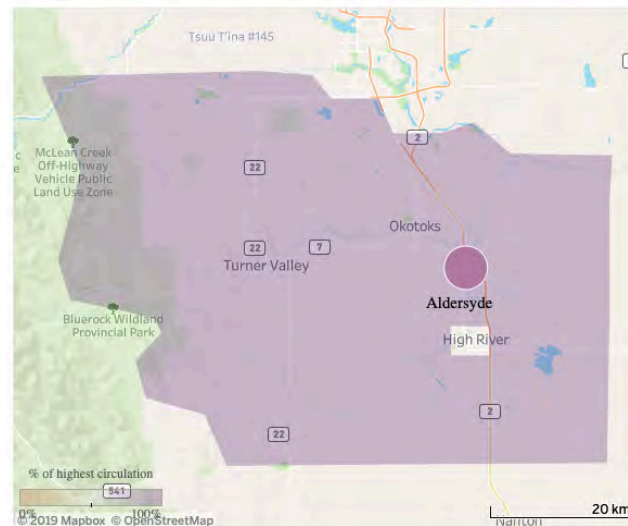
Distance (kms):

- Publication Updates
- Opportunities
- Market Analyzer
- Interactive Mapper
- Co-op Tracker
- Publication Specs
- Campaign Ideas

Home / Ad Planning Tools / Quick Map Lookup Tools

Quick Map Lookup Tools

- Quick Map Lookups and Datasheets
- FSA Lookup
- RM/County Lookup
- Federal Electoral District Lookup



Filters

Province:

Community:

Newspaper distribution:

Community	Distribution name	Circulation	% of highest circulation to this community
Aldersyde	Okotoks Western Wheel	82	100%



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Co-opTracker: Co-op Ad Placement Tool

By ReachCommunities Media Inc.

STEP 2: Geo-Targeting.

Based on the information you provided in the previous screen, Co-opTracker has geo-coded your location on the map below. If it has accurately captured your location, simply enter the Campaign Code included in the email from the program Administrator and click the NEXT button. If Co-opTracker doesn't have your store properly located, click a better location on the map, enter the Campaign Code and NEXT. Co-opTracker will use this location to link your store to eligible newspapers circulating in your area.

Map Satellite Street View

Search for: [Location]

Map showing a street view of a residential area with a red location pin. A yellow line indicates a route. A sidebar on the right shows the Campaign Code: DAC37NEC.

STEP 4: Newspaper Selection.

Based on your store's location we have linked you to the newspaper(s) that circulate directly to your stores community (see Box 3). You can expand your campaign to include newspapers circulating around you by changing the target geography in Box 2. Additional newspapers matching the selected distances from your store will appear in Box 3.

You can view the coverage areas of each newspaper by clicking the Area Coverage icon for the newspaper.

Use the pull down menu in the Run Week column to select a run date for the ad to appear in that newspaper. The dates shown are within the approved schedule of this campaign. Co-opTracker will keep a running total of the cost of your campaign with each run date added. If you do not wish to run in a newspaper listed, leave the Run Week column set to Do Not Run.

When you are satisfied with the run dates for each publication, click the NEXT button to review the campaign.

1. Ad details and costs

Approximate Ad Material size: 9.45 inches by 7.71 inches
 Run Date: 2018/10/01 to 2019/06/29
 Dealer Cost: \$ 2,225.90, total: \$ 2,225.90
 Manufacturer Cost: \$ 0.00, total: \$ 0.00

2. Newspaper selection criteria

circulating directly to your location
 circulating within 10km of your location
 circulating within 20km of your location

Newspaper Publication	Format	Edition Day	Circulation	Actual Material Size	Total Ad Cost	Run week	Area coverage
Barrhead Leader	6C tabloid	Tuesday	3106	9.45 X 7.714	\$ 712.16	2018/12/17	
Morinville Free Press	8C tabloid	Tuesday	11996	9.45 X 7.714	\$ 801.58	2018/12/03	
Westlock News	6C tabloid	Tuesday	2964	9.45 X 7.714	\$ 712.16	2018/11/19	

Click NEXT to review running totals for ads selected for this location.

If you are experiencing difficulties or require further information please contact us: info@reachwesco.ca



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Payments

The Approach Had to Change

1. Pay When Paid rather than a set number of days
2. Current range 45-60 days
3. Tearsheets required within 48 hours
4. Issued via Electronic Funds Transfer
5. Publication accepts responsibility for non-payment and reserves the right to refuse any bookings.

View AdCanada as any other client.



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Data Gathering

1. Local rates via online form (**TIMING: October 2019**)
2. Planned supplements and features (**TIMING: January 2020**)*
3. Circulation breakdowns (**TIMING: Ongoing**)

*Agriculture Supplements **NOW**

It is critical that any changes to publishing day, format, flyer quantities etc. are communicated to AdCanada at [<info@adcanadamedia.ca>](mailto:info@adcanadamedia.ca) as soon as possible.



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Data Gathering Next Steps

AdCanada is currently pursuing the development of an application to automate the data gathering process to assist in managing RealTime requests. We expect to be able to launch this app in Q1 or Q2 of 2020.

The screenshot shows a web application interface with a progress bar at the top containing four steps: Content, Recipients, Send, and Review. The 'Content' step is currently active. Below the progress bar, there are several input fields and dropdown menus:

- Select outreach blast type (dropdown menu)
- Enter outreach blast name (text input)
- Select data slice (dropdown menu)
- Enter primary text (text input)
- Enter secondary text (text input)
- Select reminder schedule (dropdown menu)

A red diagonal watermark text reads "Define content of each blast". At the bottom left of the form, there is a blue button labeled "Next".



Activity Reporting

pipedrive

The screenshot displays the Pipedrive CRM interface. At the top, there's a navigation bar with 'Deals', 'Mail', 'Activities', 'Contacts', and 'Progress'. The main area shows a grid of deal cards. The deals are categorized into columns: 'Initiatives', 'With AdCanada - IN PR...', 'With Client - IN PROGRE...', 'Booking Received', 'Western Booking', 'Eastern Booking', 'Booked', and 'On Hold'. Each deal card includes a title, client name, and value. For example, under 'Initiatives', there's 'Test Advertising Client 181104SM' with a value of CAD92,824.40. Under 'Booked', there's 'Farm Credit Canada deal' with a value of CAD7,681,869.27. The interface also shows a total deal value of CAD15,131,627.66 and 1649 deals.

- Each project logged in Pipedrive CRM for RealTime monitoring
- Inside each 'deal' is a summary of the project



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MEDIA INC.
Formerly AdWest Marketing

Activity Reporting

SalesActivityReport

Project	Projected Value	Advertiser/Agency	Activity Summary	Created Date	Regions Planned
Winnipeg Comedy Festival	0.00 CAD	Guppy Design	Client has a small budget. Looking to run ads within a 45 minute radius of Winnipeg	2019-03-27 16:13:19	Manitoba
Nutrien - Wakaw, SK HR campaign Seasonal Operations Support1273 19041nns	620.00 CAD	Nutrien - Wakaw, SK	A Cooptracker booking done manually	2019-03-27 13:43:26	Saskatchewan
Nutrien - Manitoba Division Proven Campaign 1257 Week 1 1273 19041NNS	3,235.00 CAD	Nutrien - Manitoba Division	Cooptracker booking 100% Manual	2019-03-27 13:19:36	Manitoba
South & Central Sask	0.00 CAD	Saskatchewan Pulse Growers	Client is interested in running an editorial piece in the same issue as their ad would run.	2019-03-27 08:57:08	Saskatchewan
Gerrard Metals Network Deal	3,750.00 CAD	Gerrardmetals	Client is looking to run for 2 months. Offered 2 bonus ads.	2019-03-26 15:16:30	Manitoba
Nutrien Ag Solutions Corveva Campaigns Spring 2019	10,000.00 CAD	Nutrien Ag Solutions	A supplier has given them \$10,000 to use for campaigns where the dealer wishes to use them. HO is coordinating the buy.	2019-03-26 12:53:18	
SaskPower - Moose Jaw - FP/HP	0.00 CAD	Brown Communications		2019-03-26 09:55:15	
Saskatoon Bridges Inserts deal	0.00 CAD	Saskatoon Bridges Inserts		2019-03-25 08:48:52	
Plain & Valley - Sasktel Ad	136.00 CAD	LMNO Marketing		2019-03-25 08:47:12	
BHM Financial Network	1,700.00 CAD	BHM Financial	Inquiry lead to looking for low cost solutions.	2019-03-22 14:43:40	Manitoba
SGEU Northern Sask Communities	0.00 CAD	Barlow Media Inc.		2019-03-21 15:43:51	Saskatchewan
Auld Phillips Valentines	5,000.00 CAD	Auld Phillips	On a tip from Black Press we were in contact with the planners for Auld Phillips (Suzannes and Jennys ladies wear). We researched sizes and prices across their coverage area and were told our pricing was substantially higher than they were getting directly.	2019-03-21 15:15:10	British Columbia, Alberta, Saskatchewan, Manitoba
Federal Government CPP and Seniors advertising 2019 outreach	0.00 CAD	Cossette Media - Montreal	Seeing CPP ads running online and on TV I have reached out to our contact. We have been told it is being planned out of the Montreal office and have approached them.	2019-03-21 15:09:53	Alberta, Saskatchewan, Manitoba
Network Opportunity- Mb and SK	31,000.00 CAD	Federation	Client wanted a quick 1/4 page quote. Offered network pricing.	2019-03-21 13:23:25	Saskatchewan, Manitoba
Mindshare Ford Digital Conversation	0.00 CAD	GTB	Email can in from an agency working with Mindshare wanting digital opportunities in select markets. (advertising on newspapers websites). Email sent to hopefully sway them digital and back into print	2019-03-21 11:12:26	Saskatchewan, Manitoba
ACC Spring Deal	12,000.00 CAD	Assiniboine Community College		2019-03-21 11:09:32	Manitoba
Kinetic Auto Service deal	0.00 CAD	Kinetic Auto Service		2019-03-20 09:58:59	
Tervita - Northern Canada	1,000.00 CAD	True Media Services	Looking at promoting their services in the North.	2019-03-20 08:25:51	
Sobeys - direct outreach Spring 2019	0.00 CAD	Sobeys	Having heard rumours of an RFP sent out for print - yet having received none and hearing denials from the agency, this effort is to attempt direct contact with Sobeys marketing department. Clayton Filkohazy was the first attempt - he is no longer with the company.	2019-03-20 07:52:00	Alberta, Saskatchewan, Manitoba, Ontario
Nutrien Ag Solutions Norquay SK Grand Opening	700.00 CAD	Nutrien Ag Solutions		2019-03-20 07:44:03	Saskatchewan
Affinity Credit Union - 2019 Branding Campaign	25,000.00 CAD	DSA Media - Langley	A list of their competitive markets has been received and 4-6x insertions proposed depending on the maximum price benefit that can be leveraged.	2019-03-20 07:40:56	Saskatchewan
Venture Communications Ltd. - Calgary deal	71,000.00 CAD	Venture Communications Ltd. - Calgary	A booking has been received based on previous rates which will now be vetted.	2019-03-20 07:28:39	British Columbia, Alberta, Saskatchewan, Ontario, Maritimes
Beach Communities	0.00 CAD	MediaExperts		2019-03-20 06:18:46	Manitoba
Xplornet Wraps Review 2019	50,000.00 CAD	Media One Consulting	Citing a "new direction" planners have asked about wraps and postit notes from a number of MB and SK titles.	2019-03-19 13:33:29	Saskatchewan, Manitoba
Sale - SaskBattery deal	1,825.50 CAD	SaskBattery		2019-03-19 13:04:34	
EPRA 2019 Campaign	8,995.16 CAD	Resonator		2019-03-19 09:26:38	
WSA - Ag Feature - 1/2 Page, 4C	1,700.00 CAD	LMNO Marketing		2019-03-15 14:16:56	
1/4 Page Pricing	0.00 CAD	Community Futures Ventures	Client reached out on the contact form looking for 1/4 page rates. Quote and info on Networks were sent.	2019-03-14 12:17:06	
Manitoba Pork	0.00 CAD	6P Marketing		2019-03-14 12:14:03	Manitoba
1/4 Page Network Campaign.	10,212.00 CAD	Saskatchewan Party Government Caucus	Client found Network program on the website.	2019-03-14 09:16:59	
Saskatchewan NDP deal	0.00 CAD	Saskatchewan NDP		2019-03-14 08:47:06	Saskatchewan

- Full export provided to AWWA quarterly
- Engage w/Ad Committee, Board as necessary



Research



GOAL: To generate a refreshed package of data every 2 years

APPROACH AND METHODOLOGY: To position community newspaper markets as unique from larger urban centers with media habits influenced by several factors that contribute to the ongoing popularity of PRINTED community newspapers.

Sample is drawn from 4 distinct community size groupings that allows us to apply the results universally to newspapers serving communities of those sizes.

1. Farms
2. Towns and Villages (<10,000 population)
3. Small Cities (10K-50K population)
4. Medium Cities (50K-100K population)



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Research



Key Data Applicable to Each of the Community Groupings:

1. **Last 7 Days:** Read Printed Newspaper/Visited Community Newspaper Website.
2. **Type of Internet Connection** and Does That Connection Impact Use of: Social Media, Streaming, Shopping, Research.
3. **Reasons for Reading** Printed Community Newspaper.
4. **Preferred Source for Information on:** Local News, Local Sales/Events, Local People, Government Programs and Services, Opinions.
5. **Media Containing Ads That Inspire Action by Sector:** Automotive, Finance, Grocery, Agriculture, Government, Local Retail
6. **Types of Actions Undertaken:** Visit a Store in Person/Online, Bought a Product or Service, Sought More Information, Referred the Ad to a Friend



Research Marketing Materials

**TOWNS
(5,000-10,000 POPULATION)**

Top Line Results
**SASKATCHEWAN COMMUNITIES <50,000
POPULATION**
Typical Community Newspaper Markets

COMMUNITY NEWSPAPERS RESULTS

Fact Sheets by Sector



Automotive

VIEW PDF



Agriculture and
Agricultural Services

VIEW PDF



Financial Services

VIEW PDF



Government
Services and
Programs

VIEW PDF



Food and Grocery

VIEW PDF



Telecommunication
Services

VIEW PDF



Retail Stores

VIEW PDF

Top Line Results
Total Sample By Age Groupings
Under 45 45-64 55+



HOW GEOGRAPHY IMPACTS MEDIA ACCESS, USAGE & ENGAGEMENT
FACT SHEET: AUTOMOTIVE

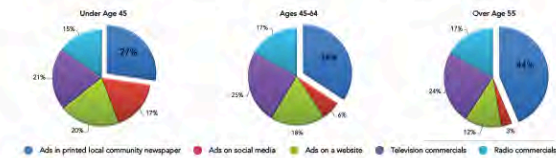
ABOUT THE STUDY

Commissioned by AdWest Marketing, the How Geography Affects Media Access, Usage and Engagement study was conducted by Totum Research. Using a CATI (Computer Assisted Telephone Interview) methodology a random sample of 750 interviews were conducted with equal samples drawn from 4 distinct community sizes plus a 150 farm sample. Interviewing took place between March 1 and 15, 2018. The objective of the study was to identify what impact a community a person lives in has on media usage and engagement.

MEDIA THAT INSPIRES ACTION:
Store Visit, Website Visit, Seek More Information, Purchase

DEMOGRAPHICS: AGE

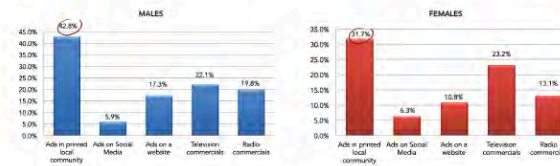
MEDIA THAT INSPIRES ACTION: Store Visit, Website Visit, Seek More Information, Purchase



In all age groups, ads in community newspapers are MOST likely to inspire action.

DEMOGRAPHICS: GENDER

MEDIA THAT INSPIRES ACTION: Store Visit, Website Visit, Seek More Information, Purchase

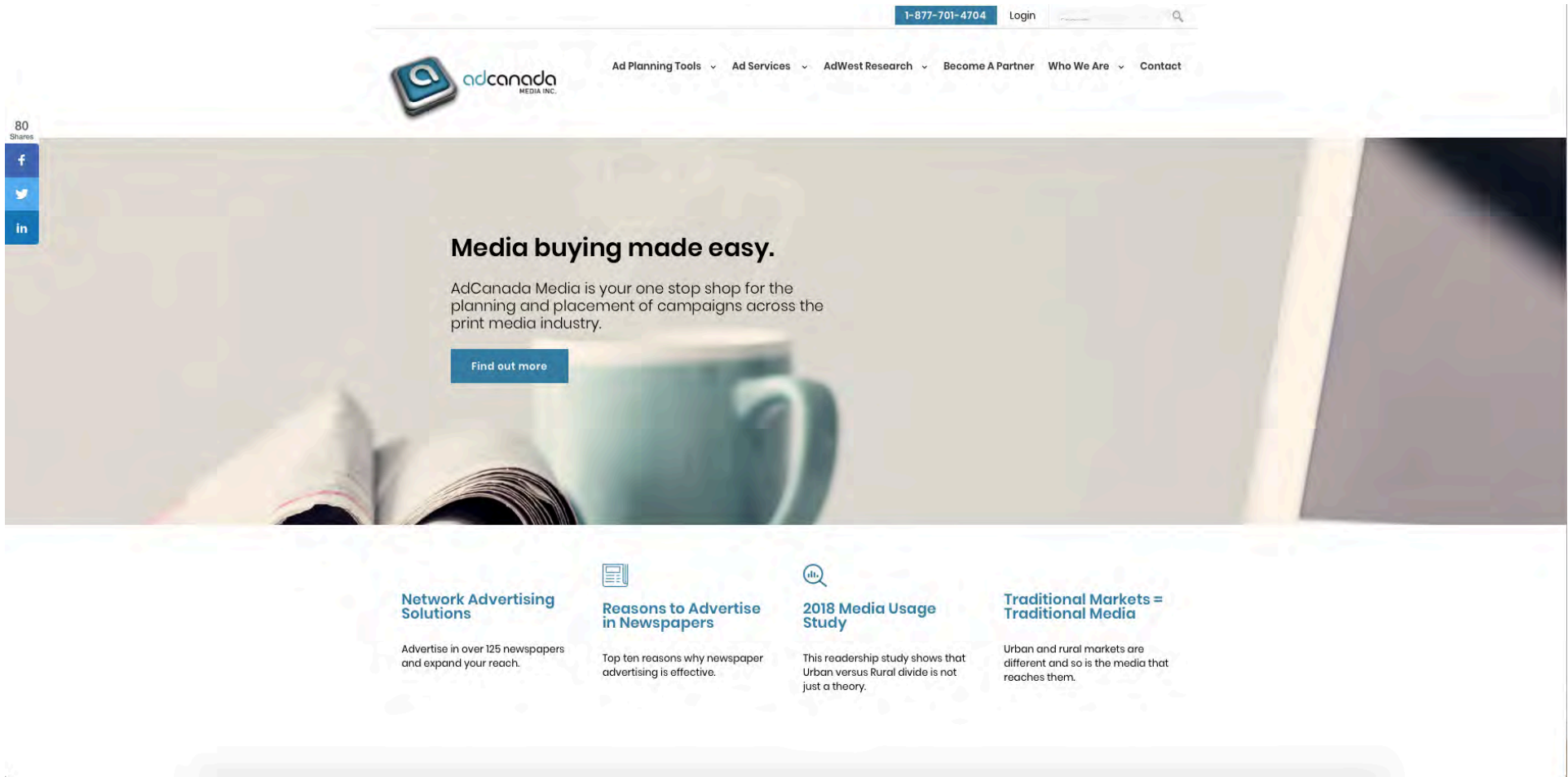


Both males and females feel MOST inspired to take action after seeing an ad in a printed community newspaper.



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Website: www.adcanadamedia.ca



80 Shares



1-877-701-4704 Login



Ad Planning Tools Ad Services AdWest Research Become A Partner Who We Are Contact

Media buying made easy.

AdCanada Media is your one stop shop for the planning and placement of campaigns across the print media industry.

[Find out more](#)

Network Advertising Solutions

Advertise in over 125 newspapers and expand your reach.



Reasons to Advertise in Newspapers

Top ten reasons why newspaper advertising is effective.



2018 Media Usage Study

This readership study shows that Urban versus Rural divide is not just a theory.

Traditional Markets = Traditional Media

Urban and rural markets are different and so is the media that reaches them.



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What to Make of This Statement

August 9, 2019

The Washington Post

“To expect digital revenue to contribute to your overall business is totally unrealistic when we’re talking about local papers,” said Iris Chyi, an associate professor at the University of Texas at Austin who studies the industry. “After more than 20 years still there is this unrealistic expectation.”

[A hedge fund's 'mercenary' strategy: Buy newspapers, slash jobs, sell the buildings]

There remain about 12,000 newspapers in the country, and many of them remain in decent financial health, according to Knoxville, Tenn., media consultant Kevin Slimp. A survey he did of around 400 publishers last year found that for successful papers, “Job number one is to put out a good product. Job number two is to realize that your business is still mainly on the print side.”

Slimp is a longtime critic of newspapers’ rush to cut their staffs and race to digital platforms once the Internet began cutting into business. When that failed, he said, private equity investors and Wall Street sharks arrived and further gutted the papers for profits.

“They should not have ignored their main products, and they should not have reduced their staffs,” he said.

“When you start getting rid of reporters, no one wants to read your paper.”



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An Opinion from 30,000'

1. The CURRENT trend of major advertisers is to employ a level of targeting, at scale, that is very difficult for web publishers to compete with.
2. Until some form of legislation, regulating how data is gathered and protected, not likely to change.
3. 'Ad Fraud' involves many players and there are BILLIONS of dollars at stake.

There Are Some Very Big Kids in This Sandbox



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An Opinion from 30,000'

Community Newspapers Continue to Offer a Unique Product:

1. Exclusive in the print form
2. An audience happy to accept it in print form



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An OPTION from 30,000'

Wednesday, August 28, 2019

Search



Troy MEDIA

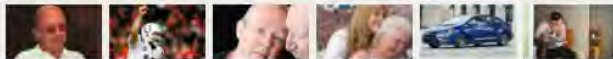
HOME BUSINESS LIFE OPINION EYE ON CANADA

ADVERTISE WITH US MEET THE TEAM JOIN OUR TEAM



Toyota Corolla remains rock-solid for 2020

In virtually all respects, this is an extremely well-equipped and dependable automobile – as it is year after year...



Business



'Ominous' slip in Canadian business investment: C.D. Howe Institute

Weak investment puts Canada on a path to lower value-added jobs and living standards...

By Troy Media on August 28, 2019 - No Comment

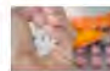


The dark side of the Non-GMO Project

Suggesting that food products with the Non-GMO Project label are safer and more nutritious is simply misleading and

Politics/Law

Universal pharmacare will cut costs and save lives



When it comes to prescription drug coverage, our health system has plenty in common with the United States – and that's not a good thing...

By Colleen Flood on August 28, 2019 - No Comment

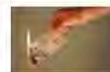
Will Justin Trudeau follow in his father's footsteps?



Pierre Trudeau came perilously close to losing it all in 1972 to an unassuming federal Conservative leader. That fate may well await his son...

By Allan Bonner on August 27, 2019 - 1 Comment

Bad budget decisions make Canada vulnerable



Deficit finances put the country in a difficult situation as hints of recession abound. And the Liberal government doesn't seem to care...

By The Fraser Institute on August 27, 2019 - No Comment

Andrew Scheer has evolved since



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An OPTION from 30,000'

Wednesday, August 28, 2019 Advertise with us

Type keyword and hit enter

THE KINDERSLEY Clarion

Home A&E Business Careers/HR Crime Drive Education Environment Health Lifestyle Municipal Politics/Law Sports Science Technology Travel World Eye on ... Viewpoint

Health
Universal pharmacare will cut costs and save lives

Crime
The man who brought down Alan Eagleson

Business
The dark side of the Non-GMO Project

Featured
Fans' expectations of athletes are out of whack

Clarion Local News View all

Firefighters honour colleagues at ball
Chief Ron Hope he said 2018 was a slower year for the department with only 120 to 130 emergency calls
By Kindersley Clarion on Feb 6, 2019 Read More

KCS student to perform solo at Telemiracle
Chelsea Martin, 15, is scheduled to play her guitar and sing Folsom Prison Blues on March 3
By Kindersley Clarion on Feb 6, 2019 Read More

Local couple overwhelmed by conditions in Cuba
Ruth and Lloyd Griffith are now gathering medical supplies to send to the impoverished country

Forum organizers look to send strong message
In support of Canada's resource sector, group wants Impact Assessment Act and the Canadian Energy...
By Kindersley Clarion on Jan 30, 2019

Kindersley rodeo earns top honours once again
The event features replays on a big screen and a digital scoreboard, plus increased prize...
By Kindersley Clarion on Jan 30, 2019

Council sets date for municipal byelection
Deputy Mayor Shaun Henry has announced his resignation. Vote set for April 3 to replace...
By Kindersley Clarion on Jan 30, 2019

Kindersley, SK
14°C Wind: NNE 13 km/h

Today	Tonight	Thu
24°C	6°C	20°C
	Environment Canada	Environment Canada

Kindersley Clarion
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Clarion
Seeding and learning take place at museum

