

The Weekly Anchor

National 2010

Welcome to The Weekly Anchor Newspaper, the hometown newspaper of Edson and the Yellowhead County in Alberta, Canada.

The Weekly Anchor prides itself on providing distinctive news coverage readers won't find anywhere else. Readers know they can count on The Weekly Anchor for outstanding reporting, engaging people stories, local news, and a wide variety of advertising every week.

Edson is strategically located midway between Jasper and Edmonton on the very busy TransCanada Yellowhead Highway. Edson boasts one of the fastest growing retail and commercial sectors that offers a variety of professional and customer oriented services.

Our economy thrives on the booming oil, gas, coal and timber industries; as well as the local retail and service industries. Edson is on a major tourist route between Jasper and Edmonton which creates a health, growing tourist industry.



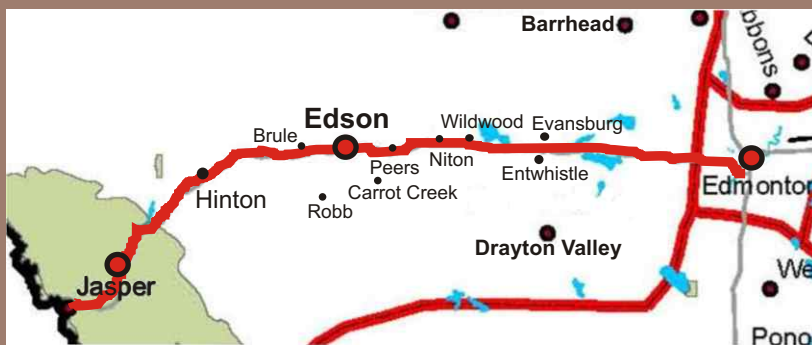
Edson, Alberta

EDSON TRADING AREA

Households.....	6,845
Population.....	18,246
Average Family Income.....	\$67,737
Total Family Consumption.....	\$216,894,003

(2001)

Edson & Yellowhead County



Circulation area includes the Communities of Edson, Robb, Brule, Carrot Creek, Peers, Niton, Wildwood, Evansburg, Entwhistle



Audited Total Circulation
4,943 weekly



Red Brick Schoolhouse



Recreation Complex



Main Street

Audited
Total Circulation
4,943 weekly



The Weekly Anchor has been publishing for over 19 years; with a Audited Total Circulation 4,943 weekly.

Our newspaper contains a mixture of local news, current events, and pictures about the communities we serve.

Along with our editorial, we have a strong support of local and national advertisers. The Weekly Anchor also has a popular classified advertisement section.

Contact Information:

The Weekly Anchor
5040 3rd Ave.,
Box 6870,
Edson, Alberta, Canada
T7E 1V2

Phone: 780-723-5787
Fax: 780-723-5725

anchorwk@telusplanet.net

www.weeklyanchor.com

(4 page media kit)

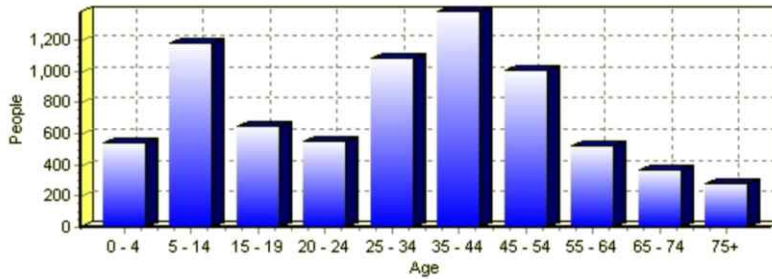
The Weekly Anchor

National

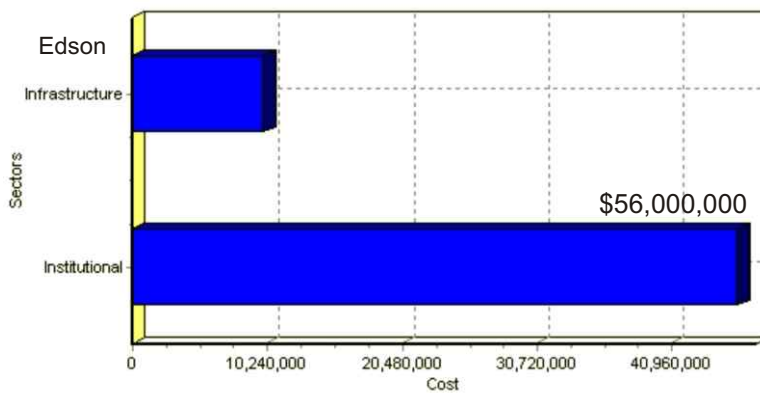
Power of the Edson Market

Edson Trading Area Population 18,246 - Total Households 6,845

Edson Population by Age Group - 2001



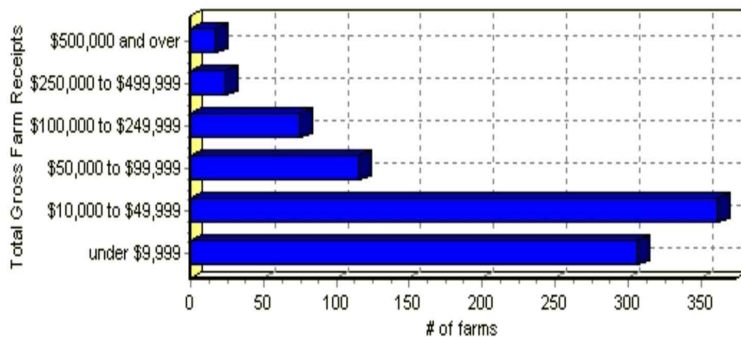
Value of Projects in Edson Trading Area \$1,572,800,000 (as of June 2007)



Edson Labour Force By Industry - 2001



Total Gross Farm Receipts - 2001



NOTE: There have been substantial changes in Edson since the 2001 census. The increasing price of gas and oil has brought boom times to this town, with a commensurate increase in population (close to 9,000 as of late 2006), a higher median family income, and very high increases in private dwelling numbers and values.



THE POWER OF PRINT

76% of Alberta adults read the last issue of their community newspaper

40% read yesterday's weekday daily

33% of our readers are exclusive

42% of Alberta adults are light TV viewers

31% of Alberta adults cannot be reached with commercial radio*

Source: ComBase 2005 Two Year Study * did not listen to radio yesterday or listened ONLY to CBC

Major companies include:

- BP Canada
- ConocoPhillips Canada
- Canadian Natural Resources
- Encana Corporation
- Husky Oil
- Talisman Energy Canada
- Suncor
- Gibson Energy
- Weyerhaeuser
- Sundance Forest Products
- Walmart


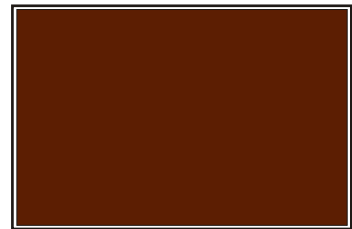
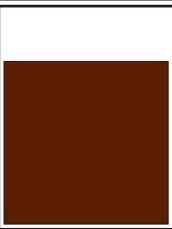
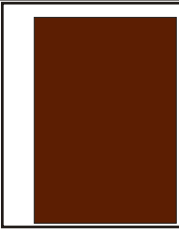
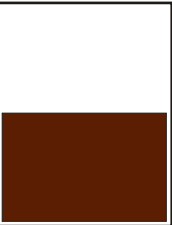

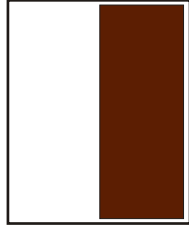
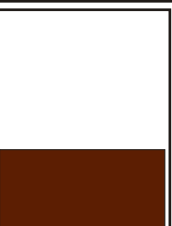
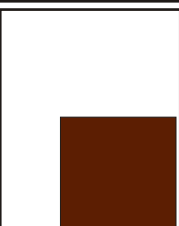
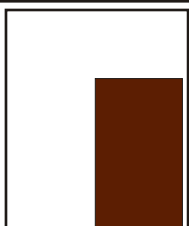

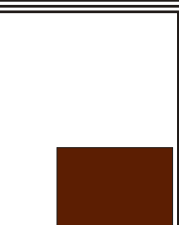
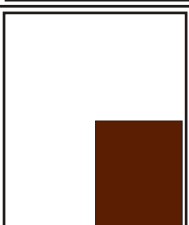
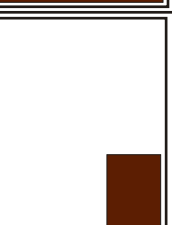
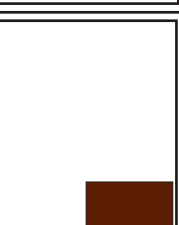
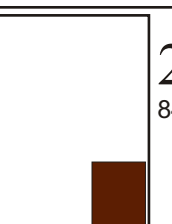
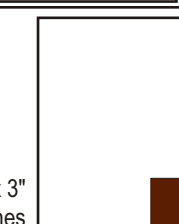
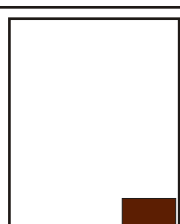
Edson

Households: 3,230
 Population: 8,365
 Family Total Consumption: \$95,892,627
 Average Family Income: \$67,737 (2001)

Yellowhead County

Households: 3,615
 Population: 9,881
 Family Total Consumption: \$121,001,376
 Average Family Income: \$64,745 (2001)

Gross 93 cents line - Net 79 cents line (agency) - Spot Color \$102 (net) - Process Color \$289 (net) *6 COLUMN TABLOID NEWSPAPER

<p>FULL PAGE 1092 lines</p> <p>10.25" x 13" 6 col x 182 lines</p> 	<p>CENTER SPREAD 2184 lines</p> <p>21.5" x 13"</p> 	
<p>3/4 PAGE 816 lines</p> <p>10.25" x 9.71" 6 col x 132 lines</p> 	<p>8.5" x 11.65" 5 col x 163 lines</p> 	<p><i>Note: Ads may be any size that conforms to column widths</i></p>
<p>1/2 PAGE 546 lines</p> <p>10.25" x 6.5" 6 col x 91 lines</p> 	<p>8.5" x 7.8" 5 col x 109 lines</p> 	<p>5" x 12.57" 3 col x 176 lines</p> 
<p>1/3 PAGE 360 lines</p> <p>10.25" x 4.28" 6 col x 60 lines</p> 	<p>6.75" x 6.43" 4 col x 90 lines</p> 	<p>5" x 8.38" 3 col x 117 lines</p> 
<p>1/4 PAGE 270 lines</p> <p>10.25" x 3.21" 6 col x 45 lines</p> 	<p>6.75" x 4.78" 4 col x 67 lines</p> 	<p>5" x 6.28" 3 col x 88 lines</p> 
<p>1/8 PAGE 136 lines</p> <p>3.25" x 4.86" 2 col x 68 lines</p> 	<p>5" x 3.21" 3 col x 45 lines</p> 	
<p>2X4" 112 lines</p> <p>3.25" x 4" 2 col x 56 lines</p> 	<p>2X3" 84 lines</p> <p>3.25" x 3" 2 col x 42 lines</p> 	<p>2X2" 56 lines</p> <p>3.25" x 2" 2 col x 42 lines</p> 

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RATE CARD

CONTACT INFORMATION

Publisher: The Weekly Anchor
5040 3rd Ave., - P.O. Box 6870 Edson, Alberta T7E 1V2
Phone: 780-723-5787; Fax: 780-723-5725;
Email anchorwk@telusplanet.net
Website: www.weeklyanchor.com

Ad material to be sent to main office above

PERSONNEL

Publisher and Advertising Director: Craig McArthur
General Manager and Assistant Publisher: Dana McArthur

GENERAL INFORMATION

Established 1988
Edition(s) Mondays
Closing Tuesdays
Subscription Single copy \$2; per year \$45 regional, \$54 national
Published in English

LOCATION

Edson is located 120 miles west of Edmonton on Highway 16, the Yellowhead Pass route through the mountains and the CNR mainline.

CIRCULATION

Total circulation: **Total Audited: 4,943 copies weekly**
Town of Edson, Robb, Brule, Carrot Creek, Peers, Niton, Wildwood, Evansburg, Entwistle



ADVERTISING RATES

Agency Commission 15% of Gross 93 cents agate line - Net 79 cents agate line
Payment Terms 30 days (Note: 2.5% per month charged on overdue accounts after 45 days)

AGATE LINE RATE

Open line rate National rate 93¢ per agate line (gross) - 79¢ net (agency)
Color rates Black plus one color - \$102 (net) - (\$120 gross)
Full color - \$289 (net) - (\$340 gross)

NOTICE/CLASSIFICATION RATES

Display (per column inch) 93¢ per line - Net 79¢ line
Legal 93¢ per line - Net 79¢ line

Word classified rate 79¢ per line
Word classifieds are non-commissionable

INSERTS

- **\$112.20 per 1000 (net)** up to 40 grams per piece (over 40 grams - call for quote)
- **Maximum insertable size is 8.5" x 11"** (no onsite folding services offered)
- **bundled** (no loose-on-pallet items please)

POSITION CHARGES

\$30.00 extra

RESERVATIONS AND CLOSING

Forms close noon Tuesday preceding publication
Proofs: If proofs required, 7 days notice prior to publication date

MINIMUM SPACE REQUIREMENT

Minimum space: 1 column x 14 lines
Thereafter 14 lines per column

ANNUAL SPECIAL EDITIONS

Minor Hockey Week, Finance/RRSP, Scout and Guide Week, Ag Week/Farm Safety, Education and Learning, Natural Resources, Earth Day/Recycling, Crime Prevention, Environment Week, Health and Safety, Fire Prevention, Remembrance Day, Don't Drink & Drive.



POPULATION

Trading Area Population: 18,246

INDUSTRIES

Petroleum and Natural Gas, Forestry, Coal Mining, Mixed Farming, Tourism.

MECHANICAL REQUIREMENTS

Column width: 1.5 inches
Column depth: 182 lines
Columns to a page: 6
Image size: 6 col x 182 lines (Live area) (10 1/4" x 13")
Printing Process: Cold Web Offset - CMYK
Line screen: 100 lpi
Platform: PC
Electronic file format: PDF
(Please Note: If possible uncompress .pdf files with fonts as curves or outlines preferred; otherwise all fonts should be embedded.)

Email file to:

anchorwk@telusplanet.net

SHIPPING INSTRUCTIONS

Post:
The Weekly Anchor
Box 6870, Edson, AB,
T7E 1V2
Courier: (Loomis - Purolator)
The Weekly Anchor
5040 3rd Ave.,
Edson, AB

GENERAL INFORMATION

Liability for errors - The Advertiser agrees that the Publisher shall not be liable for damages arising out of errors in advertisements beyond the amount paid for space actually occupied by that portion of the advertisements in which the error occurred, whether such error is due to the negligence of its servants or otherwise, and there shall be no liability for non-insertion of any advertisements beyond the amount paid for such advertisements.

MISCELLANEOUS

All advertising subject to publisher's approval.