

*The best way to reach out to seniors is with*

# Respect

*The newspaper for seniors (and seniors-to-be)*

## **MEDIA KIT**

### **2018**

780.812.0429

[www.respectnews.ca](http://www.respectnews.ca)



## **The media landscape is becoming fragmented. Challenge or Opportunity?**

*You used to be able to reach everybody via radio, TV and newspapers. But now satellite radio, Spotify, podcasts, YouTube and social media are pulling audiences in separate directions. How can you reach your customers?*

### **Advertising is more strategic than ever.**

*“When you’re talking to everybody, you’re talking to nobody.” There is no general public. Now more than ever, you have to identify your audience and know where to find them.*

### **Do I need to reach seniors?**

*If you’re selling skateboards, probably not.*

*But if you provide health products and services, financial advice, housing, recreation, cars and trucks, ag products, vacations, food services, household trades, auction services, hardware, lawn and garden products, legal advice, estate planning or real estate—for example—the 50+ crowd is probably an important part of your business.*

### **Can’t I reach them online?**

*Yes, many seniors are online. But far from all of them, and their online habits aren’t the same as the younger populations.*

*The best way to build a relationship with anyone is to meet them where they are engaged and comfortable, and open to receiving information intended especially for them.*

### **Seniors want *Respect!***

*We are launching in September after almost two years of careful development in consultation with seniors, seniors’ groups and seniors’ advocates, as well as with business people and potential advertisers. There is a pent-up demand for **Respect**, and we can’t wait to bring our newspaper to the people! We are ready to gather together a community of writers, readers and advertisers that will benefit everyone.*

### **High quality, low cost**

***Respect’s** production values are second to none. Relevant content by selected columnists and contributions from our readers will make every issue a delight to read.*

*We can offer you high-quality full-colour advertising at a very favourable rate.*

### **We’re with you**

*Our goal isn’t to sell you an ad. Our goal is to help you sell your product. We can design your ad to connect with our readers—we’re happy to follow your instructions, or to offer you advice. **Respect**, after all, is a two-way street!*

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**Published every two weeks by *Respect Publishing***

**Serving:** Almost 15,000 residents over the age of 50

## **Communities:**

- Cold Lake
- Bonnyville
- St Paul
- MD of Bonnyville
- St Paul County
- Ardmore
- Fort Kent
- Glendon
- Elk Point

**Initial print run/circulation:** 2,500

**Estimated readership including “pass-along” readers:**

more than 6,000

*We are the only media outlet dedicated to seniors in the Lakeland area.*

*We are the only locally-owned newspaper in our market area.*

*We are your best choice to reach the  
Lakeland’s fastest growing demographic!*

**Call us at 780.812.0429 to request our rate card,  
or email us at [office@respectnews.ca](mailto:office@respectnews.ca).**

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## AD FORMATS

All camera ready advertisements should be prepared to the sizes indicated on this sheet.

<p><b><u>Full Page</u></b> 10.25" x 15.25" (6 col x 213.5 lines) <b><u>\$850.00</u></b></p>	<p><b><u>2/3 Page</u></b> 6.79" x 15.25" (4 col x 213.5 lines) <b><u>\$600.00</u></b></p>	<p>2/3 Page 10.25" x 10.33" (6 col x 145 lines)</p>	<p><b><u>1/2 Page</u></b> 10.25" x 7.75" (6 col x 108 lines) <b><u>\$450.00</u></b></p>	<p>1/2 Page 5.05" x 15.25" (3 col x 213.5 lines)</p>
<p>1/2 Page 6.79" x 11.7" (4 col x 162 lines)</p>	<p><b><u>1/3 Page</u></b> 6.79" x 15.25" (4 col x 213.5 lines) <b><u>\$325.00</u></b></p>	<p>1/3 Page 5.05" x 10.49" (4 col x 147 lines)</p>	<p>1/3 Page 6.79" x 7.8" (4 col x 109 lines)</p>	<p>1/3 Page 10.25" x 5.17" (6 col x 72 lines)</p>
<p><b><u>1/4 Page</u></b> 5.05" x 7.75 (3 col x 108 lines) <b><u>\$250.00</u></b></p>	<p>1/4 Page 3.32" x 11.79" (2 col x 165 lines)</p>	<p>1/4 Page 6.79" x 5.76" (4 col x 81 lines)</p>	<p>1/4 Page 10.25" x 3.82" (6 col x 54 lines)</p>	<p><b><u>1/8 Page</u></b> 3.32" x 5.89 (2 col x 83 lines) <b><u>\$150.00</u></b></p>
<p>1/8 Page 5.05" x 3.88" (3 col x 55 lines)</p>	<p>1/8 Page 6.79" x 2.88" (4 col x 41 lines)</p>	<p>1/8 Page 10.25" x 2" (6 col x 28 lines)</p>	<p><b><u>3 x 3</u></b> 5.05" x 3" (3 col x 42 lines) <b><u>\$75.00</u></b></p>	<p><b><u>Business Card</u></b> 3.32" x 2" (2 col x 26 lines) <b><u>\$40.00</u></b></p>

### **Discount Directory**

Listing

**\$20.00**

### **Line Rate:**

(calculated per agate line, per column on a 6-column format)

**.92** per line

- Full Colour included
- 20% Discount for all non-profits!
- Registered Charities: Ask us how we can raise your profile at no cost!
- GST will be added to prices.

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## 2018 PUBLICATION SCHEDULE

PUBLICATION DATE	SUBMISSION DEADLINE
SEPTEMBER 4	August 29
SEPTEMBER 18	September 12
OCTOBER 2 (Pre-Thanksgiving)	September 26
OCTOBER 16	October 10
OCTOBER 30	October 24
NOVEMBER 13 (Post-Remembrance Day)	November 7
NOVEMBER 27	November 21
DECEMBER 11	December 5
DECEMBER 18 (Christmas Special)	December 12

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## ADVERTISING AGREEMENT

Name		Address	
Organization			
Phone #			
Fax #		Email	

The advertiser agrees to purchase a display advertisement in the Respect Newspaper with the following specifications:

Number of insertions: \_\_\_\_\_

For the period of: \_\_\_\_\_

Size: \_\_\_\_\_

Price: \$ \_\_\_\_\_

Colour Specifications: \_\_\_\_\_

Commencing on: \_\_\_\_\_

Ending on: \_\_\_\_\_

\_\_\_\_\_  
Signature of Company Representative

\_\_\_\_\_  
Signature of the Respect Representative

\_\_\_\_\_  
Print Name & Title

\_\_\_\_\_  
Title

\_\_\_\_\_  
Email Address

\_\_\_\_\_  
Email Address

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date

Payment is due upon signing of contract.  
Methods of payment include Cheque, Debit, VISA and MasterCard.