



Photo by Jeff Gaye, Respect News

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# Respect

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

## 2024 MEDIA KIT



# All about the ADS, *plus* DATES *and* RATES!

## Learn more about...

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# Locally Owned, Internationally Recognized!



BONNYVILLE: *Respect* was honoured with the Outstanding Small Business Award at Bonnyville's Business Resiliency Awards this year.

We are getting our share of attention—locally, in Alberta, nationally, and internationally. The biggest highlight of our year was receiving the Outstanding Small Business award at the Bonnyville and District Chamber of Commerce Business Resiliency Awards this fall.

“Local is everything to us,” said *Respect* publisher Jeff Gaye. “The support and appreciation we get from the communities we serve matters more than anything.”

*Respect* has been presented with awards of appreciation from the Alberta Horseshoe Pitchers Association and the Alberta 55 Plus seniors' sports organization for our coverage of local sports; and we are proud to have received four Canadian Community Newspaper Awards.

But it's fun to be recognized farther abroad too. Jeff travelled to Reno, Nevada in June to receive the Brian Mazza Memorial Scholarship from the International Society of Weekly Newspaper Editors, a worldwide organization devoted to community news.



RENO: *Jeff* accepts the Brian Mazza Memorial Scholarship at the International Society of Weekly Newspaper Editors conference in June.

## National Awards

### BEST FEATURE STORY



2021  
Silver

### BEST FRONT PAGE



2020  
Silver

### BEST HISTORICAL STORY



2020  
Silver

### BEST NATIONAL EDITORIAL



2020  
Bronze

*The Lakeland's only locally-owned newspaper*

# Welcome to *Respect* — the Lakeland's only locally-owned newspaper!

## *We appeal to the readers you want to reach.*

Our readers want to find goods and services right in their community—they don't shop online!

Our readers are consumers of every imaginable product or service.

Our readers appreciate customer service that can't be found online or in the big city.

Our readers know their community, and they share their positive buying experiences with friends and neighbours.

Our readers love to read! They take their time with the paper, they engage with the articles and special features—and they read the ads!

Our readers love *Respect*! We get no end of positive feedback from our customers and subscribers. Your ad will catch the reader in a receptive mood!

*Respect readers shop locally  
...and they've been doing it  
for 50 years and more!*

It pays to include Lakeland seniors in your marketing strategy—and to do it with *Respect*!





**You can fight for  
attention online—**



**or you can talk  
to your customers.**

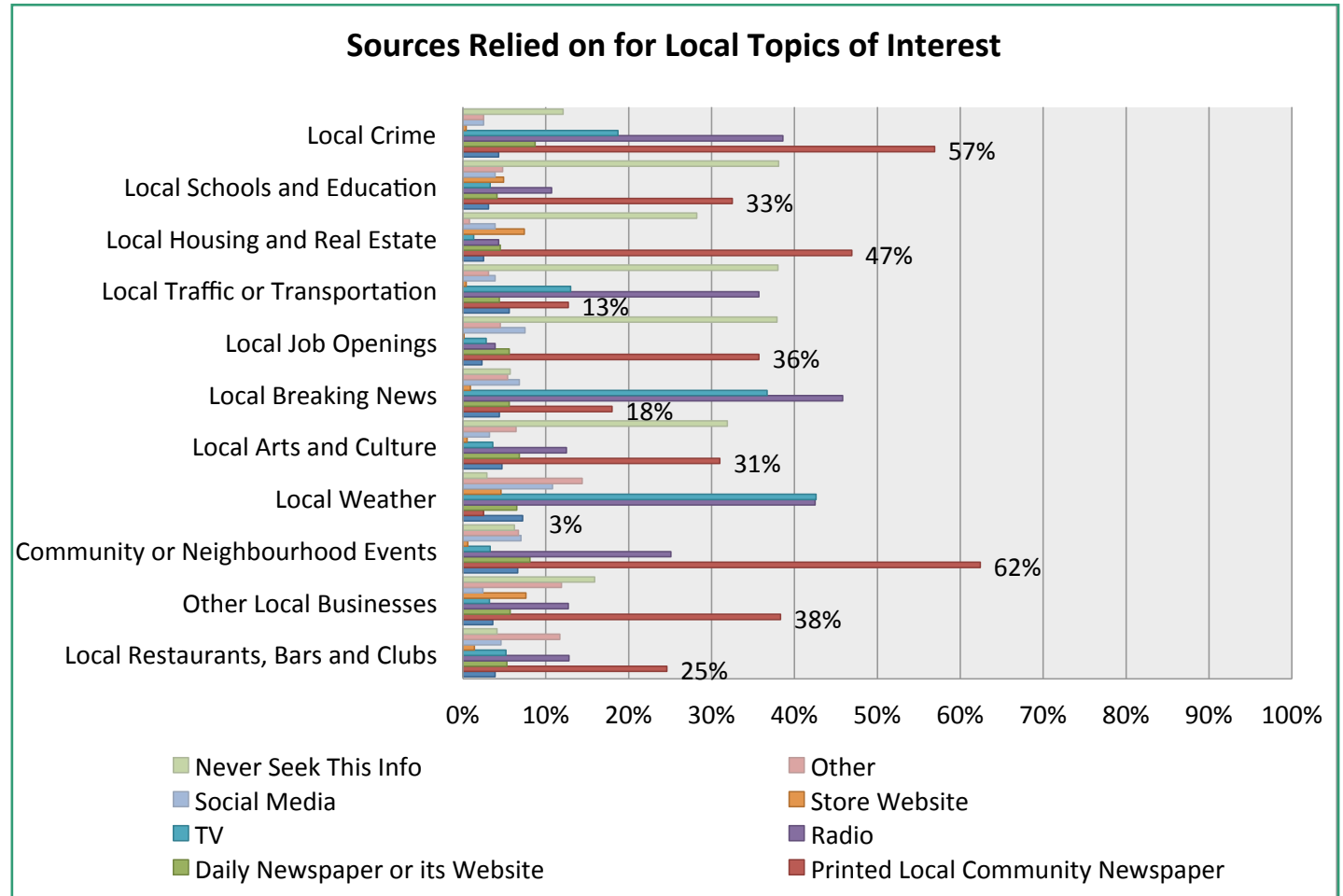


# Towns & Small Cities Fact Sheet

## Study Highlights from the Towns and Small Cities Community Sample:

The Local Printed Community Newspaper was the Top Source for information on Local Topics of Interest.

- Local Restaurants, Bars and Clubs
- Local Businesses
- Community / Neighbourhood Events
- Local Arts and Culture
- Local Job Openings
- Local Housing and Real Estate



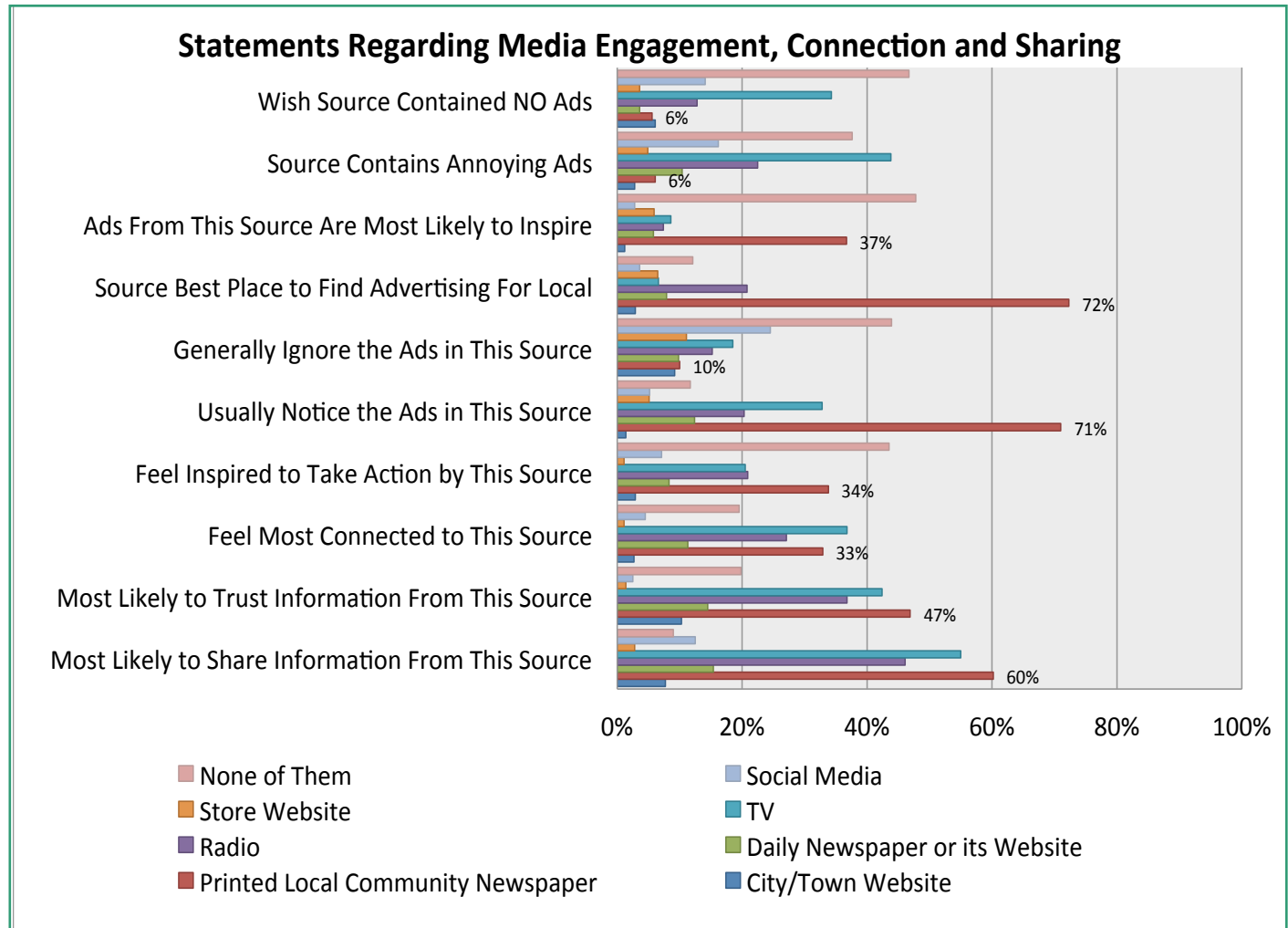
The Local Printed Community Newspaper was listed as the top source for information on local topics of interest across all topics with the exception of Local Weather, Local Traffic, Breaking News and Local Schools.



# Towns & Small Cities Fact Sheet

## Media Engagement, Connection and Sharing

- Ads are more likely to be noticed in the local printed community newspaper than in any other media.  
(71% of respondents agreed).
- The local printed community newspaper is the best place to find advertising for local stores and services.  
(72% of respondents agreed).



**Ads are Noticed and Looked for in the Local Printed Community Newspaper more than any other media according to respondents in communities 5-10K.**



# The POWER of ENGAGEMENT (and other advertising tips!)

***Eyeballs don't make purchasing decisions. Brains do.*** It doesn't matter how many people see your ad if you don't engage them. Respect readers take their time and read every page—even the ads!

***Our readers shop local*** and they've been doing it for years! Reach them with an ad especially intended for them.

***Clicks, shares, and likes*** are like marbles: they're fun to get and easy to count. And like marbles, the bank doesn't accept them. Measure your ROI in sales, not clicks.

***Newspapers don't have ad blockers*** and a new study shows that newspaper readers welcome ads as part of the reading experience!

***Target your advertising.*** Readers will ask “what's in it for me?” Know who you're trying to reach, and craft a message especially for them.

***Let us custom design a campaign for you.*** The right mix of branding, positioning, and messaging tactics can deliver a major impact. We can create an ad campaign to suit your budget.

***Don't underestimate the power of engagement.*** Our readers want their paper, they pay for their paper—and they read their paper!



# The Full Page Ad!

This attention-getter is great for promoting big sales events or making major announcements.

It's by far your best bet if you're selling big-ticket items like automobiles or RVs.

And if you're short on time and have only one shot to make an impression, there's nothing better.

A full-page ad is hard to miss and impossible to ignore, and it can be a very effective part of a successful campaign. We can offer advice on copy, design, and placement so you get the full impact from your full page.

**ONLY \$850!** Full colour is included with all RESPECT ads!

**Lakeland Credit Union's 2021 Virtual AGM**  
Please join us virtually on March 3, 2021

**CHUCKWAGON RACES**  
AUGUST 5-8  
BONNYVILLE RODEO GROUNDS

**ALBERTA OPEN**

**KIA**  
Three word descriptions of our most senior-friendly vehicles  
Location, elegant, uncompromising. Practical, reliable, spacious. Sporty, adventurous, ingenious. Aggressive, truly, cheerful.  
Beginning, charming, cheerful. Vigorous, confident, clear. Efficient, nimble, cheerful. Prudent, triumphant, flexible.  
Visit today, and check out our amazing line-up of critically-acclaimed and customer-loved vehicles!

**YOUR COLD LAKE RV SHOPPING DESTINATION!**  
Come GET HOOKED UP!  
Come shop Cold Lake's greatest selection of New & Used, relaxation-ready recreational vehicles! Easy towing, with all the most-wanted modern features and amenities at prices you can latch on to!

# The Half Page Ad!

**A half-page ad  
is not a  
half-measure!**

Our half-page is a big ad that packs a lot of punch! It allows plenty of room to present your message with creative use of colours, pictures, titles, and text. It can be oriented vertically or horizontally to suit your needs.

Best of all, it shares the page with our own compelling news content, holding the reader to the page and improving your ad's exposure!

**COURSE OPENS  
FRIDAY, APRIL 23!**

**DRAGONFLY CENTRE**  
780-412-3178 or visit www.dragonflycentre.com

**HEART TO HOME MEALS**  
Lunch & Dinner • Breakfast • Soup • Dessert • Special Diets  
We believe life should get easier as you age. Choose from over 200 delicious meals and desserts, ready-made and delivered free directly to your home. Simply heat and enjoy. Request your **FREE Menu** Today. Ask us about our **Trial Offer**. **Average \$7 per meal. Free Delivery\***. No obligation. \*Some conditions apply.

**Lake Adventures**  
Happen Here!  
Bonnyville Cold Lake  
#TakeItToTheLake

**MUNICIPAL DISTRICT BONNYVILLE NO. 87**  
www.bonnyville.ab.ca

**Nominate an outstanding volunteer!**  
National Volunteer Week is April 24, 2021 and we want to celebrate the people who give tirelessly and have a lasting impact on our local communities and organizations. We're accepting nominations for selecting individuals and local women will be described on television. **CHOOSE YOUR OWN ADVENTURE** - your nomination for the nominee, nominee must:  
• Live and volunteer in Cold Lake or the M.D. of Bonnyville South 8 and 9.  
• Be at least 12 years old.  
• Have at least one year of volunteer experience.  
All nominees will be entered into a random draw and the winner will be named as one of these categories:  
• A one-day project helping a charity for good on Cold Lake.  
• A weekend volunteer for a personal social cause.  
• A Cold Lake volunteer day (open to all ages, women's group, equipment, mental and dinner for \$8 at a local independent restaurant).  
We will send and submit this nomination form by **Wednesday, April 7 at 4:30 p.m.** Completed forms can be:  
• E-mailed with the subject line "Nominate a volunteer" to [nominate@lakeland.com](mailto:nominate@lakeland.com)  
• Mailed to Cold Lake and District FCSS or 3015 48 Ave. Cold Lake, T9M 1M1.  
• Dropped off to Cold Lake and District FCSS at 5205-54 Street, Cold Lake.  
Nominee's name: \_\_\_\_\_  
Nominee's phone number: \_\_\_\_\_  
Does the Nominee live in Cold Lake or the M.D. of Bonnyville?  
• Yes (name 12 years or older)? \_\_\_\_\_  
• If under 12, please provide home address/phone number: \_\_\_\_\_  
Nominator's name: \_\_\_\_\_  
Nominator's phone number: \_\_\_\_\_  
Nominator's relationship to nominee: \_\_\_\_\_  
Why is this person an extraordinary volunteer? What do they do to make a positive impact on the community? (Attach a separate page if necessary): \_\_\_\_\_

**Alberta iMarket LOCAL**  
SHOP • SELL • SUPPORT  
www.albertaimarket.com  
Want to shop on-line yet still shop local?  
Want to shop on a safe and reliable website?  
Want to sell your product or service to the Lakeland?  
If you answer yes to any of these, Check out the newest on-line shopping experience created by Local Organizations, To Support Local Businesses for Local Shoppers.  
Community Futures Northeast Alberta  
COEA Conseil de développement économique de l'Alberta

**Seniors Week 2021**  
June 7 - 13, 2021  
Let's show our appreciation to all our seniors who have contributed to making our families, communities and our province strong.  
Senior Supporters  
• Information for assistance with CPP, Old Age Security and All Seniors Benefits.  
• Meals on Wheels.  
• Volunteer Income Tax Program.  
• Grants for the Caregiver.  
• In Home Support Services Right Housekeeping.  
FCSS Fort Chipewyan & District

**ONLY \$450!** Full colour is included with all RESPECT ads!







# Quarters, eighths!

## Partial pages are the standard ad sizes, and they offer great value!

A key advantage to a partial page is it appears with editorial content: there are news articles to hold the reader on the page longer, increasing your ad's exposure. Often we can match your ad placement with articles that will be of specific interest to your potential customers.

How big an ad should you buy? Consider your budget, and consider your profit margins. A bigger ad is always more visible, but smaller ads can be very effective.

We can help you select the right size for your campaign, with no “up-selling” pressure.



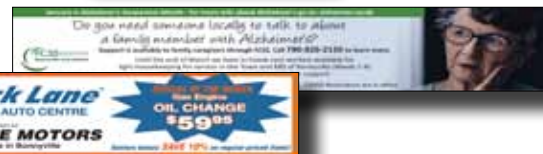
Quarter-page

**ONLY \$250!**

Eighth-page

**ONLY \$150!**

Full colour is included with all RESPECT ads!



# Think small, think often!

**Repetition is the key to recognition—a series of small ads can deliver a better return than one or two big ones, and save you money.**

If a plumbing company runs a full-page ad in one issue, they'll be sure to catch every reader whose pipes burst that week—not very many. But if they run a small ad every issue for a year, readers will always know who to call when that emergency happens.

Talk to us about creative ways to display your small ads to your best advantage.

5 inches by 3 inches

**ONLY \$75!**

Business Card ads

**ONLY \$40!**



Photo by Jeff Gaye, Respect News







# Print is a vital part of your marketing campaign

*Branding, positioning, messaging, USPs... marketing is much more sophisticated than merely placing an ad.*

Lakeland businesses have more advertising options than ever, and to be honest they're all good. Digital, radio, print all have their particular strengths, and each has the ability to reach your audience.

Or part of it.

Your advertising will be more effective if you match your message with the medium that will reach your desired audiences. Usually that means advertising on more than one platform.

In other words, don't put all of your advertising eggs in one basket. But it's also unwise to haphazardly hedge your bets, trying to cover every base.

We can help you strategize your print advertising to fit into your overall marketing plan. We will work with you to devise a campaign that tailors your message to our readership, all while keeping your branding consistent across various marketing platforms.

"One and done" ads seldom bring results. But a strategic campaign delivers. If you are offering products and services to older adults, be sure to make *Respect* part of your marketing plan.

*The Lakeland's only locally-owned newspaper*



# Respect

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

# 2024 MEDIA KIT

## Upcoming ISSUES: AD DEADLINES/ PUBLICATION DATES

FOR PUBLICATION	BOOK BY	GREAT FOR:	FOR PUBLICATION	BOOK BY	GREAT FOR:
January 9	January 4	Winter getaways, New Years resolutions	July 9	July 4	Our SUMMER SPECIAL ISSUE – watch for hot advertising deals!
January 23	January 18	Winter sports	July 23	July 18	Cool summer sipping ideas
February 6	February 1	Advertise your Valentine's Day specials	August 6	August 1	Fall fashions, late-summer clearances
February 20	February 15	Cozy restaurants, great food!	August 20	August 15	Long weekend coming up, St. Paul Rodeo
March 5	February 29	International Women's Day, St Patrick's Day	September 3	August 29	Advertise your Grandparents Day specials; Club registration and activities
March 19	March 14	Easter Greetings!	September 17	September 12	Fall specials
April 2	March 4	Plan your garden!	October 1	September 26	Thanksgiving Greetings!
April 16	April 11	Get ready to golf!	October 15	October 10	Halloween, get ready for winter
April 30	April 25	Advertise your Mother's Day specials	October 29	October 24	Remembrance Day
May 14	May 9	Camping and fishing	November 12	November 7	First pre-Christmas ads!
May 28	May 23	Summer fun with the grandkids!	November 26	November 21	More Christmas ads!
June 11	June 6	Advertise your Fathers Day specials!	December 10	December 5	More Christmas ads!
June 25	June 20	Canada Day greetings	December 17	December 12	Our last issue before Christmas

# Respect

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# 2024 MEDIA KIT

## Advertising RATES and FORMATS

**1 - FULL PAGE** - 10.25" x 15" (6 col x 210 lines) ..... **\$850.00**

**2 - 2/3 PAGE** - (Horizontal) 10.25" x 10" (6 col x 140 lines) ..... **\$600.00**  
**2/3 PAGE** - (Vertical) 6.79" x 15" (4 col x 210 lines)

**3 - HALF PAGE** - (Horizontal) 10.25" x 7.5" (6 col x 105 lines) ..... **\$450.00**  
**HALF PAGE** - (Vertical) 5.05" x 15" (3 col x 210 lines)  
**HALF PAGE** - 6.79" x 11.5" (4 col x 161 lines)

**4 - 1/3 PAGE** - (Horizontal) 10.25" x 5" (6 col x 70 lines) ..... **\$325.00**  
**1/3 PAGE** - (Vertical) 3.25" x 15" (2 col x 210 lines)  
**1/3 PAGE** - 5.05" x 10" (3 col x 140 lines)  
**1/3 PAGE** - 6.79" x 7.5" (4 col x 105 lines)

**5 - 1/4 PAGE** - 5.05" x 7.5" (3 col x 105 lines) ..... **\$250.00**  
**1/4 PAGE** - 3.32" x 11.5" (2 col x 161 lines)  
**1/4 PAGE** - 6.79" x 6" (4 col x 84 lines)  
**1/4 PAGE** - 10.25" x 4" (6 col x 56 lines)

**6 - 1/8 PAGE** - 3.32" x 6" (2 col x 84 lines) ..... **\$150.00**  
**1/8 PAGE** - 5.05" x 4" (3 col x 56 lines)  
**1/8 PAGE** - 6.79" x 3" (4 col x 42 lines)  
**1/8 PAGE** - 10.25" x 2" (6 col x 28 lines)

**7 - 3X3 AD** - 5.05" x 3" (3 col x 42 lines) ..... **\$75.00**

**8 - BUSINESS CARD** - 3.32" x 2" (2 col x 28 lines) ..... **\$40.00**

**9 - LINE RATE** per agate line X column on a 6 column format ..... **.92** per line

*GST will be added to prices.*

1. Full Page		2. 2/3 Page 4 col		3. Half Page 3 col
	2. 2/3 Page 6 col		3. Half Page 6 col	
3. Half Page 4 col	4. - 1/3 Page 6 col	4. 1/3 Page 2 col	4. 1/3 Page 4 col	4. 1/3 Page 3 col
	5. - 1/4 Page 3 col	5. 1/4 Page 2 col	5. 1/4 Pg 4 col	5. 1/4 Pg 6 col
				1/8 Pg 2 col
	1/8 Pg 3col	1/8 Pg 4 col	1/8 Pg 6 col	3 X 3
				2 X 2

- Full Colour included

- 20% Discount for all non-profit organizations

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