



Alberta Weekly Newspapers Association

## 2008 Rate Card (Gross)

Effective January 1, 2008 through December 31, 2008

*These Rates will apply to all campaigns booked through AWWNA/AdWest*

Newspaper (AWNA Member Name)	Circ.	Gross Line Rate	Net FSI Rate	Pub. Date	Format	# of Cols	Page Depth	Full Colour
Airdrie City View	13,174	0.90	0.0660	Fri	T	6	213 li	\$200.00
Airdrie Echo	14,343	0.80	0.0770	Wed	T	8	176 li	\$160.00
Athabasca Advocate	3,703	0.77	0.0770	Tue	T	6	217 li	\$300.00
Banff Crag & Canyon	5,777	0.86	0.0770	Tue	T	8	176 li	\$215.00
Barrhead Leader	3,847	0.77	0.0770	Tue	T	6	217 li	\$300.00
Bashaw Star	557	0.59	0.0748	Tue	T	6	210 li	\$290.00
Bassano Times	562	0.65	0.0550	Tue	T	6	224 li	\$150.00
Beaumont News	6,131	0.82	0.0990	Fri	T	8	176 li	\$200.00
Beaverlodge Advertiser	873	0.52	0.1320	Wed	T	6	213 li	\$315.00
Bonnyville Nouvelle	3,746	0.93	0.0660	Tue	T	6	217 li	\$250.00
Bow Island Commentator	6,345	0.94	0.0550	Tue	B	6	294 li	\$390.00
Brooks & County Chronicle (The)	11,798	0.84	0.0693	Sun	T	6	214 li	\$275.00
Brooks Bulletin	4,448	0.84	0.0605	Tue	B	6	294 li	\$150.00
Brooks Weekender	9,382	0.84	0.0605	Thu	T	6	160 li	\$150.00
Calgary Fast Forward Weekly	26,146	2.06	0.0825	Thu	T	6	192 li	\$550.00
Camrose Canadian	14,122	0.85	0.0902	Thur	T	8	176 li	\$450.00
Canmore Leader	7,173	0.83	0.0770	Wed	T	8	176 li	\$215.00
(Canmore~Banff) Rocky Mountain	12,359	0.94	0.0000	Thu	T	6	175 li	\$140.00
Cardston Temple City STAR	994	0.62	0.0869	Thu	T	6	224 li	\$360.00
Carstairs Courier	3,453	0.72	0.1100	Tue	T	6	218 li	\$250.00
Castor Advance	877	0.59	0.0748	Thu	T	6	210 li	\$290.00
Claresholm Local Press	1,862	0.59	0.0770	Wed	T	6	219 li	\$200.00
Coaldale Sunny South News	3,653	0.91	0.0550	Tue	T	6	200 li	\$390.00
Cochrane Times	10,984	0.80	0.0770	Wed	T	8	176 li	\$125.00
Cold Lake Sun	6,183	0.89	0.0880	Tue	T	8	176 li	\$290.00
Consort Enterprise	1,296	0.62	0.0880	Wed	T	6	220 li	\$115.00
Coronation Review	1,525	0.62	0.0715	Thurs	T	6	217 li	\$80.00
(Irricana) Rocky View Weekly	15,951	0.83	0.1100	Tue	T	6	218 li	\$250.00
Crowsnest Pass Herald	2,260	0.75	0.0550	Tue	T	6	216 li	\$390.00
Crowsnest Pass Promoter	1,598	0.71	0.0748	Fri	T	8	176 li	\$200.00
Devon Dispatch News	6,881	0.82	0.0990	Fri	T	8	176 li	\$200.00
Didsbury Review	3,275	0.75	0.0825	Tue	T	6	217 li	\$360.00
Drayton Valley Western Review	4,240	0.82	0.0880	Tue	T	8	176 li	\$290.00
Drumheller Mail	4,768	0.90	0.0770	Wed	B	6	294 li	\$175.00
Drumheller Valley Times	5,403	0.90	0.0660	Tue	T	6	220 li	\$120.00
Eckville Echo	2,304	0.59	0.0770	Fri	T	6	205 li	\$200.00

<b>TOTALS</b>	121	884,514	107.95	9.15				
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Edmonton Examiner	143,157	4.69	0.0495	Wed	T	8	176 li	\$1,601.76
Edmonton SEE Magazine	21,339	2.06	0.0825	Thu	T	6	196 li	\$650.00
Edson Leader	2,677	0.84	0.0825	Mon	T	8	176 li	\$235.00
Elk Point Review	613	0.57	0.0660	Tue	T	6	217 li	\$250.00
Fairview Post	2,187	0.64	0.0825	Tue	B	10	300 li	\$270.00
Falher Smoky River Express	2,223	0.85	0.0880	Wed	T	6	220 li	\$350.00
Fort Smith Slave River Journal	1,468	1.78	0.1650	Wed	T	6	210 li	\$120.00
Fort Macleod Gazette	1,373	0.61	0.0660	Wed	T	6	217 li	\$360.00
Fort Saskatchewan Record9202	9,511	0.97	0.0550	Tue/Fri	T	8	176 li	\$250.00
(Fort Simpson) Deh Cho Drum	1,418	1.53	0.1108	Thu	T	6	215 li	\$415.00
Fox Creek Times	804	0.80	0.0770	Wed	T	6	220 li	\$65.00
Grande Cache Mountaineer	1,306	0.56	0.0990	Tue	T	6	215 li	\$200.00
Hanna Herald	2,402	0.55	0.0715	Tue	B	10	300 li	\$300.00
Hay River Hub	2,268	1.30	0.0770	Wed	T	6	217 li	\$190.00
High Prairie South Peace News	1,870	0.85	0.0880	Wed	T	6	220 li	\$345.00
High River Times	6,488	0.85	0.0858	Tue, Fri	T	8	176 li	\$330.00
Hinton Parklander	2,385	0.85	0.0935	Mon	T	8	176 li	\$250.00
Innisfail Province	7,730	0.81	0.0935	Tue	T	6	217 li	\$250.00
Inuvik Drum	1,375	1.53	0.1108	Thu	T	6	215 li	\$415.00
Jasper Booster	589	0.80	0.0902	Wed	T	8	176 li	\$225.00
Lac La Biche Post	2,945	0.77	0.0770	Tue	T	6	217 li	\$300.00
Lacombe Globe	2,914	0.52	0.0792	Tue	B	10	300 li	\$275.00
Lamont Farm 'n' Friends	23,049	0.73	0.0605	Fri	T	8	217 li	\$200.00
Leduc Representative	13,198	1.05	0.0946	Fri	T	8	176 li	\$250.00
Lethbridge Sun Times	22,129	1.27	0.0715	Wed	T	6	203 li	\$420.00
Lloydminster Meridian Booster	14,632	1.04	0.0770	Mon,	T	8	176 li	\$315.00
Raymond Magrath Westwind Weekly	1,044	0.61	0.1100	Thu	T	6	213 li	\$360.00
Mayerthorpe Freelancer	1,219	0.76	0.0770	Wed	T	8	176 li	\$270.00
Millet Pipestone Flyer	16,588	0.70	0.0660	Thu	T	6	217 li	\$110.00
Morinville Free Press	9,888	0.73	0.0605	Tue	T	8	217 li	\$200.00
Morinville Mirror	10,177	0.76	0.0770	Wed	T	8	176 li	\$100.00
Nanton News	963	0.54	0.0858	Wed	T	8	176 li	\$400.00
Okotoks Western Wheel	14,798	0.93	0.0770	Wed	T	6	217 li	\$240.00
Olds Albertan	6,743	0.81	0.0825	Tue	T	6	217 li	\$250.00
Oyen Echo	1,495	0.68	0.0000	Tue	T	6	220 li	\$120.00
Peace River Record-Gazette	2,638	0.73	0.0935	Tue	B	10	300 li	\$390.00
<b>TOTALS</b>	121	884,514	107.95					



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Pincher Creek Echo	2,354	0.71	0.0748	Fri	T	8	176 li	\$200.00
Ponoka News	6,210	0.83	0.0748	Wed	T	6	210 li	\$290.00
Provost News	1,981	0.69	0.0000	Wed	T	6	220 li	\$380.00
Red Deer Express	36,704	1.58	0.0715	Wed	T	6	217 li	\$345.00
Redwater Review	6,240	0.73	0.0605	Tue	T	8	217 li	\$200.00
Redwater Tribune	3,874	0.73	0.0770	Wed	T	8	176 li	\$100.00
Rimbey Review	5,548	0.70	0.0748	Tue	T	6	210 li	\$290.00
Rocky Mountain House Mountaineer	4,192	0.80	0.0990	Tue	B	6	294 li	\$405.00
Rycroft Central Peace Signal	2,461	0.68	0.0660	Tue	T	6	160 li	\$300.00
Sedgewick Community Press	2,736	0.84	0.0660	Tue	T	6	220 li	\$100.00
Sherwood Park News	21,347	1.05	0.0550	Tue, Fri	T	8	176 li	\$250.00
Slave Lake Lakeside Leader	3,435	0.85	0.0880	Wed	T	6	217 li	\$350.00
Slave Lake Scope	962	0.79	0.0660	Sat	T	5	143 li	\$495.00
Smoky Lake Signal	1,648	0.66	0.0825	Wed	T	6	224 li	\$300.00
Spruce Grove Examiner	9,655	0.87	0.0682	Fri	T	8	176 li	\$350.00
St. Albert Gazette	23,493	1.15	0.0660	Wed, Sat	T	6	217 li	\$300.00
St. Albert Saint City News	21,344	1.12	0.0605	Fri	T	6	165 li	\$250.00
St. Paul Journal	4,075	0.87	0.0660	Tue	T	6	217 li	\$250.00
Stettler Independent	3,323	0.83	0.0748	Wed	B	6	294 li	\$290.00
Stony Plain Reporter	10,155	0.87	0.0682	Fri	T	8	176 li	\$350.00
Strathmore Standard	5,573	0.82	0.0770	Wed	T	8	176 li	\$420.00
Sundre Round-Up	2,207	0.76	0.0825	Tue	T	6	213 li	\$300.00
Swan Hills Grizzly Gazette	513	0.54	0.0715	Tue	T	6	216 li	\$300.00
Sylvan Lake News	7,658	0.82	0.0770	Fri	T	6	205 li	\$200.00
Taber Times	2,767	0.94	0.0550	Wed	B	6	294 li	\$390.00
Three Hills Capital	4,150	0.90	0.0990	Wed	T	6	200 li	\$200.00
Tofield Mercury	1,524	0.74	0.0660	Tue	T	6	220 li	\$100.00
Two Hills & County Chronicle	1,500	0.60	0.0605	Tue	T	6	224 li	\$150.00
Valleyview Valley Views	1,354	0.81	0.0770	Wed	T	6	220 li	\$75.00
Vauxhall Advance	642	0.70	0.0550	Thu	T	6	200 li	\$390.00
Vegreville Observer	7,447	0.90	0.0693	Wed	T	6	214 li	\$200.00
Vermilion Standard	2,640	0.87	0.0825	Tue	T	8	176 li	\$315.00
Viking Weekly Review	1,250	0.74	0.0660	Tue	T	6	220 li	\$100.00
Vulcan Advocate	2,060	0.71	0.0858	Wed	T	8	176 li	\$330.00
Wabasca Fever	857	0.80	0.0880	Thu	T	5	143 li	\$495.00
Wainwright Edge	9,366	0.90	0.0770	Fri	T	8	213 li	\$150.00

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Wainwright Review	833	0.80	0.0000	Wed	T	8	213 li	\$150.00
Wainwright Star Chronicle	1,217	0.80	0.0000	Mon	T	8	213 li	\$150.00
Westlock News	4,027	0.77	0.0770	Mon	T	6	217 li	\$300.00
Wetaskiwin Times Advertiser	11,230	0.89	0.0693	Mon	T	8	176 li	\$410.00
Whitecourt Star	2,746	0.79	0.0770	Wed	T	8	176 li	\$299.00
Yellowknife Yellowknifer	5,883	1.63	0.1108	Wed, Fri	T	6	215 li	\$466.00
Fort McMurray Connect	21,573	1.54		Friday	T	6	216 li	\$300.00
Edson Weekly Anchor	5,439	0.89		Mon	T	6	182 li	\$311.76
(Edmonton) Le Franco	2,950	1.32	0.2770	Fri	T	6	225 li	\$600.00
Jasper Fitzhugh	2,997	0.87	0.0880	Thu	T	6	217 li	\$325.00
Lamont Leader	3,088	0.74	0.0660	Tues	T	6	220 li	\$100.00
Vermilion Voice	5,615	0.86	0.1000	Mondays	T	6	220 li	
Lloydminster Source	14,075	0.90	0.0611	Tu & Th	T	6	224 li	\$100.00

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