

# The Weekly Anchor

# National 2011

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.

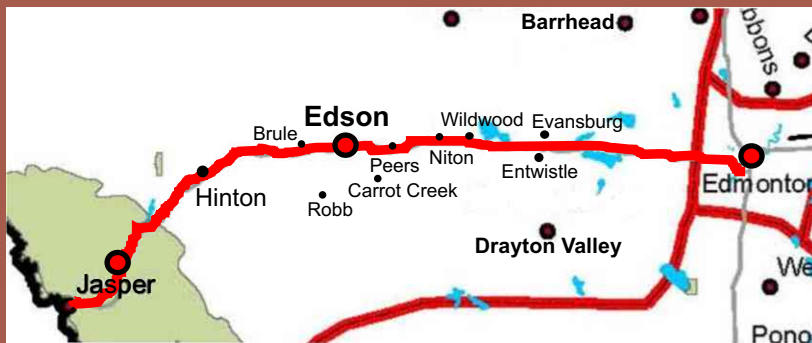


## EDSON TRADING AREA

Households.....	6,895
Population.....	18,410
Average Family Income.....	\$72,587
Total Family Consumption.....	\$216,894,003

(2007)

## Edson & Yellowhead County



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



Canadian  
Media Circulation  
Audit

Audited Total Circulation  
**5,068 weekly**



Audited  
Total Circulation  
**5,068 weekly**



Canadian  
Media Circulation  
Audit

The Weekly Anchor has been publishing for over 19 years; with a Audited Total Circulation 5,068 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](mailto:anchorwk@telusplanet.net)

[www.weeklyanchor.com](http://www.weeklyanchor.com)

(4 page media kit)

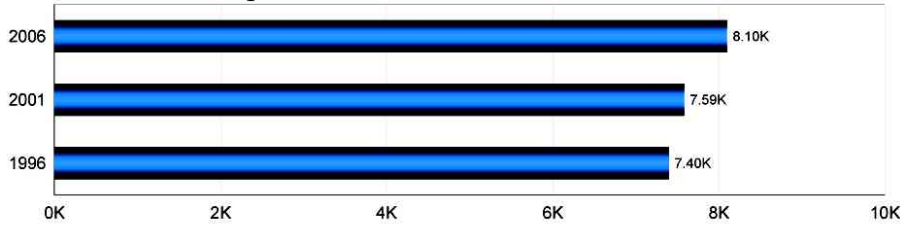
The Weekly Anchor

National

# Power of the Edson Market

Edson Trading Area Population 18,410 - Total Households 6,895

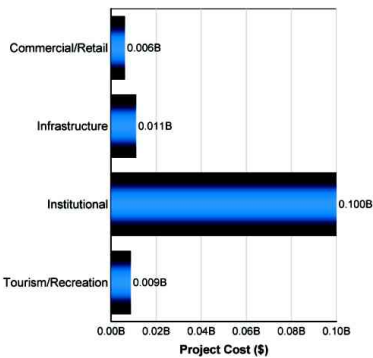
Town of Edson Population 8,365 - *Statistics Canada 2007*



## Edson

### Projects

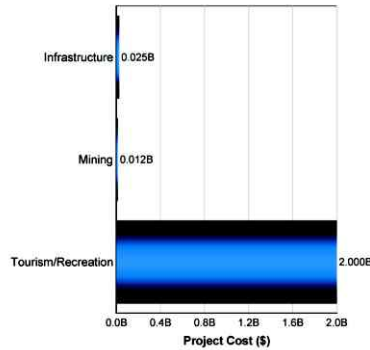
Projects by Sector - Edson



## Yellowhead County

### Projects

Projects by Sector - Yellowhead County



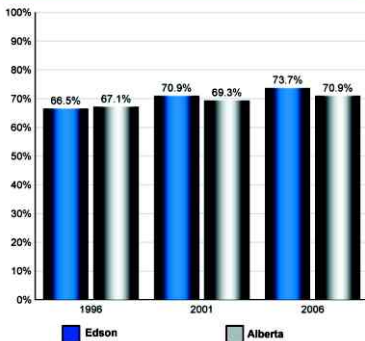
Project Status	Number of Projects	Project Costs
Proposed	2	\$108,700,000
Under Construction	1	\$11,000,000
On hold	1	\$6,100,000
<b>Total</b>	<b>4</b>	<b>\$125,800,000</b>

Project Status	Number of Projects	Project Costs
Under Construction	2	\$2,012,000,000
Announced	1	\$19,000,000
Proposed	1	\$6,000,000
<b>Total</b>	<b>4</b>	<b>\$2,037,000,000</b>

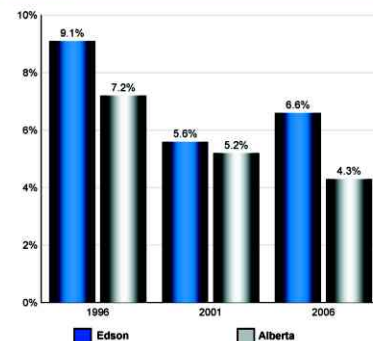
## Labour Force

Annual Labour Force Activity Rates - Edson vs Alberta

### Employment Rate



### Unemployment Rate

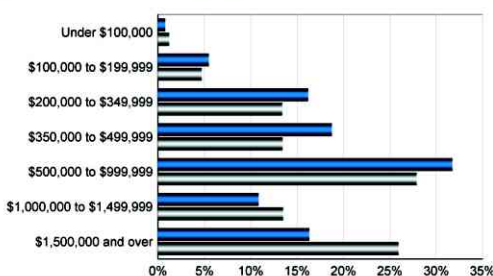


## Yellowhead County

[www.yellowheadcounty.ab.ca](http://www.yellowheadcounty.ab.ca)

Number of Farms by Farm Capital - Yellowhead County

Yellowhead County vs Alberta (2006)



Yellowhead County

	1996	2001	2006
Under \$100,000	104	29	6
\$100,000 to \$199,999	232	144	43
\$200,000 to \$349,999	249	261	127
\$350,000 to \$499,999	139	158	147
\$500,000 to \$999,999	149	209	249
\$1,000,000 to \$1,499,999	32	56	85
\$1,500,000 and over	22	47	128
<b>Total Farms</b>	<b>927</b>	<b>904</b>	<b>785</b>

Source: Statistics Canada 2007. Yellowhead County, Alberta. 2006 Community Profiles. 2006 Census. Statistics Canada Catalogue no. 92-591-XWE. Ottawa. Released March 13, 2007.



## 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:

Luscar Sterco [1977] Ltd.

Mining

Trans Canada Oil and Gas

BP Canada

CN Rail

ConocoPhillips Canada

Canadian Natural Resources

Encana Corporation

Husky Oil

Talisman Energy Canada

Suncor

Gibson Energy

Weyerhaeuser

Sundance Forest Products

Walmart

IGA Food/Groceries

## Edson

Households:

3,095

Population:

8,365

Family Total Consumption:

\$95,892,627

Avg **After Tax** Family Income:

\$72,587

(2005)

## Yellowhead County

Households:

3,800

Population:

10,045

Family Total Consumption:

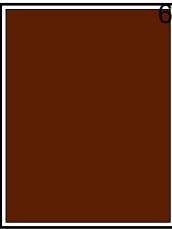
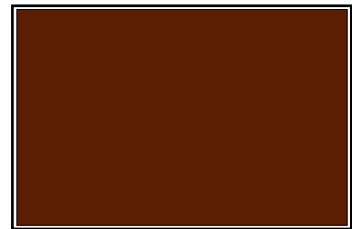
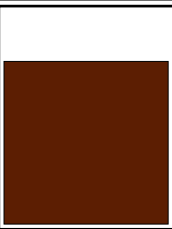
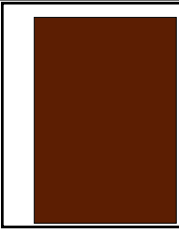
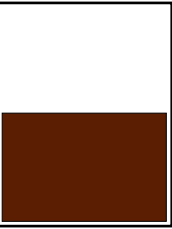
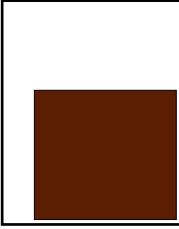
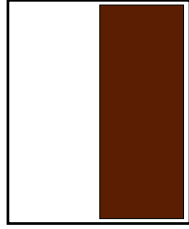
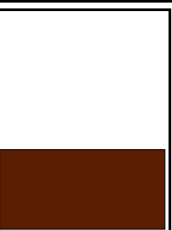
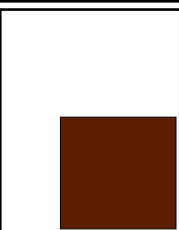
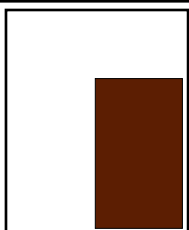

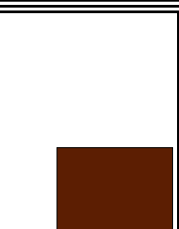
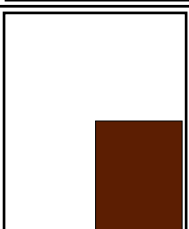
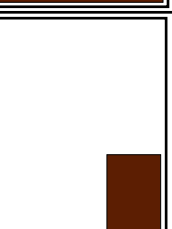
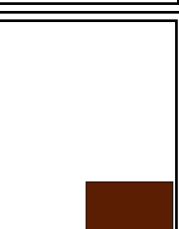
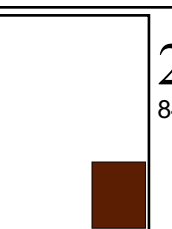
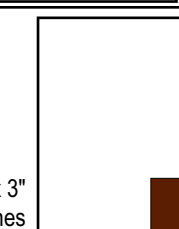
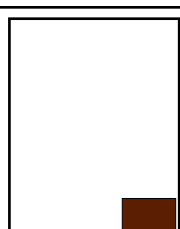
\$121,001,376

Avg **After Tax** Family Income:

\$65,109

(2005)

Gross 97 cents line - Net 82.5 cents line (agency) - Spot Color \$102 (net) - Process Color \$289 (net) \*6 COLUMN TABLOID NEWSPAPER

<p><b>FULL PAGE</b> 1092 lines</p> <p>10.25" x 13" 6 col x 182 lines</p> 	<p><b>CENTER SPREAD</b> 2184 lines</p> <p>21.5" x 13"</p> 	
<p><b>3/4 PAGE</b> 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><b>1/2 PAGE</b> 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><b>1/3 PAGE</b> 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><b>1/4 PAGE</b> 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><b>1/8 PAGE</b> 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><b>2X4"</b> 112 lines</p> <p>3.25" x 4" 2 col x 56 lines</p> 	<p><b>2X3"</b> 84 lines</p> <p>3.25" x 3" 2 col x 42 lines</p> 	<p><b>2X2"</b> 56 lines</p> <p>3.25" x 2" 2 col x 42 lines</p> 

# The Weekly Anchor



# National 2011

## 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](mailto:anchorwk@telusplanet.net)  
Website: [www.weeklyanchor.com](http://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: 5,068 copies weekly**  
Town of Edson, Robb, Brule, Carrot Creek, Peers, Niton, Wildwood, Evansburg, Entwistle



### ADVERTISING RATES

Agency Commission 15% of Gross 97 cents agate line - Net 82.5 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 97¢ per agate line (gross) - 82.5¢ 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) 97¢ per line - Net 82.5¢ line  
Legal 97¢ per line - Net 82.5¢ line

Word classified rate 82.5¢ 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

3% extra charge

### 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: 18,410**

### 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: 150 lpi  
Platform: PC  
Electronic file format: PDF  
*(Please Note: If possible un-compress .pdf files with fonts as curves or outlines preferred. ISOnewspaper 26v4 or equivalent - TIC 200% to 230% preferred for process color.)*

Email file to:

[anchorwk@telusplanet.net](mailto:anchorwk@telusplanet.net)

### SHIPPING INSTRUCTIONS

**Post:**  
The Weekly Anchor  
Box 6870, Edson, AB,  
T7E 1V2

### Courier:

The Weekly Anchor 5040 3rd Ave,  
Edson, AB

Email: [anchorwk@telusplanet.net](mailto:anchorwk@telusplanet.net)

### 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.