

# Article Submission & Advertising Rates & Info 2022

## High Country News Submission and Publishing Dates for 2022

Thank you for your ongoing article and advertising support for the High Country News. The paper is an important medium for community groups, organizations, and businesses to connect with the residents in our local communities.

## Publishing and Submission Schedule for 2022

Submission deadline: 15th of the month, distribution to Canada Post is sent out the beginning of the month.

If you have a question on specific publishing dates, please feel free to contact the office.

## Advertising Submissions:

- Preferred ad format: DPF at 300dpi
- Will also accept ads in InDesign or Photoshop formats, JPGs and TIFFs
- Please ensure ad dimensions are accurate
- If graphic layout is required, contact [submission@highcountrynews.ca](mailto:submission@highcountrynews.ca)

## Article/Artwork Submissions:

- Text in Word doc or email body, any photos attached separately as JPGs, etc.
- Photos should be at least 3x4" at 300dpi
- Text should be formatted properly, checked for spelling/grammar, no all caps
- Letters to the editor must be signed by the writer
- Email to [submission@highcountrynews.ca](mailto:submission@highcountrynews.ca)

## Free Classifieds:

- Please be brief (as this is a free service), do not use all caps
- Email to [classified@highcountrynews.ca](mailto:classified@highcountrynews.ca) or mail to High Country News, PO Box 476, Bragg Creek, AB, T0L 0K0

## Commercial Classifieds:

- Once the ad content is received, the text will be formatted to determine the number of lines and a cost will then be quoted

## Community and Charitable/Non-Profit Organization Advertising:

- Community news articles are published at no charge
- Community events, non-profit, or charity group ad sponsorship will be considered on an individual basis

## Please note the submission and article guidelines below are for Business Profiles:

The Business Profile feature is available to any business within the circulation of this publication. The requirement is that the profile be accompanied by a paid ad (business card or larger). Maximum length 2/3 page article (approximately 750 words). Content of profile subject to editing by publisher (owner will be contacted if this is necessary).

Outline (written by owner) might include:

- Information about owner
- History of business
- What services/products are offered
- What might be unique about services/products
- Location/description of business
- Hours of operation
- What, if any, community support the business offers
- Possibly advertising a special/sale to coincide with the profile

## Informational Articles

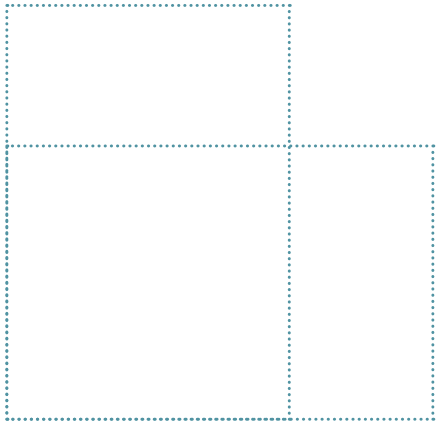
- Informational articles submitted by businesses must be accompanied by an ad (business card or larger)
- Community news articles are published at no charge space permitting
- The articles must be generic in content, not a further promotion of the individual business
- Maximum length: 1/2 - 2/3 page, approximately 400-600 words

**[info@highcountrynews.ca](mailto:info@highcountrynews.ca) • 403.949.3526 • [WWW.HIGHCOUNTRYNEWS.CA](http://WWW.HIGHCOUNTRYNEWS.CA)  
Box 476, 5-27 Balsam Ave, Bragg Creek, AB, T0L 0K0**


# Advertising Rates & Ad Sizes (in inches) are as follows (GST is extra):

Layout charges: Each ad includes 1/2 hour layout, \$75/hour after that

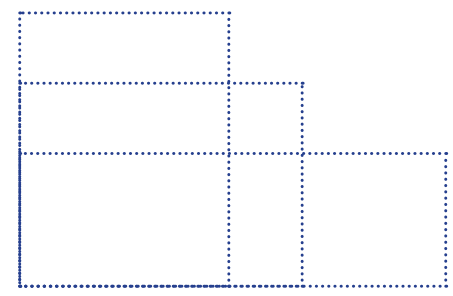
**1/2 PAGE**  
 Vertical 4.65w x 6.8h  
 Horizontal 7w x 4.5h  
 B&W: \$304.50  
 Colour: \$377.00



**1/3 PAGE**  
 Square 4.65w x 4.5h  
 Vertical 2.25w x 9.1h  
 Horizontal 7w x 2.95h  
 B&W: \$210.00  
 Colour: \$260.00




**1/4 PAGE**  
 Premium spot index Banner 7w x 2.2h  
 Colour Only \$227.50 (min 3 month booking)  
 Vertical 3.45w x 4.5h  
 Horizontal banner 7w x 2.2h  
 Horizontal 4.65w x 3.35h  
 B&W: \$162.75  
 Colour: \$201.50



**BUSINESS CARD**  
 3.5w x 2h  
 B&W: \$78.75  
 Colour: \$97.50


**1/6 PAGE**  
 Vertical 2.25w x 4.5h  
 Horizontal 4.65w x 2.2h  
 B&W: \$120.75  
 Colour: \$149.50




**FULL PAGE**  
 Premium inside cover spot  
 B&W: \$624.75  
 Colour: \$773.50

**FRONT PAGE BANNER 7w x 1h**  
 Colour Only \$227.50 (min 3 month booking)

**Regular Full page 7w x 9.4h**  
 B&W: \$567.00  
 Colour: \$702.50



**2/3 PAGE**  
 Vertical 4.65w x 9.1h  
 Horizontal 7w x 6.05h  
 B&W: \$399.00  
 Colour: \$494.00



*Not shown here:*

**COMMERCIAL CLASSIFIEDS \$20/4 lines, \$4 for each additional line**

**Includes: most recent print edition, and online for 30 days from date of posting**

**Submit your ad online at [highcountrynews.ca/classifieds-overview](http://highcountrynews.ca/classifieds-overview) or via email to [classified@highcountrynews.ca](mailto:classified@highcountrynews.ca)**

**BACK PAGE LISTING \$114/year (\$9.50/month)**

**TO BOOK YOUR PRINT AD, PLEASE CONTACT [info@highcountrynews.ca](mailto:info@highcountrynews.ca)**

## Payment and Terms

- Ads must be booked with a credit card or e-transfer payment
- There is a 10% discount for a consecutive 3 month booking, or if you're on a monthly automatic renewal
- Auto renewal ads must be cancelled by the 15th if you don't want it to run in the next edition
- There is a 15% discount for a consecutive 6 month booking
- Discounts on longer commitments are negotiable
- Please contact us at [info@highcountrynews.ca](mailto:info@highcountrynews.ca) for non-profit/ community advertising sponsorship opportunities
- E-transfer, Visa, and Mastercard are accepted
- Late payments will be subject to late fees
- Bookings for 6 months or more you receive a free online ad for the duration of your print ad run