



Article Submission & Advertising Rates & Info 2024

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 2024

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: PDF 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

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

Free Classifieds:

- Please be brief (as this is a free service), do not use all caps
- Email to 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 & 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
 - The base discount is 30% off the regular colour ad rate. Further discounts can be considered based on advertising commitment and reciprocal sponsorship value.
 - Included with the print ad is a free advertising of your event on our online calendar

Obituary/ Celebration of Life:

- The honouring of our local residents is important and the High Country News wants to facilitate these announcements. The space is charged based on 50% of the approximate colour advertising rate.

Article Content and Submission Guidelines

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 (1/4 page or larger). Maximum length 2/3-page article (approximately 600 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

These articles help associate your business as a subject matter expert. You must have an ongoing advertising commitment and not bring conflicting information to similar businesses advertising in the paper

- Informational articles submitted by businesses must be accompanied by an ad (1/2 ad or larger)
- The article can increase in size to the size of ad purchased.
 - 1/2 ad must be under 400 words
 - 1/4 ad must be under 500 words
 - 1/3 ad must be under 700 words
- The articles must be generic in content, not a further promotion of the individual business

Community Organization Updates

Community organization articles are given priority and published at no charge space permitting.

Elected Representatives

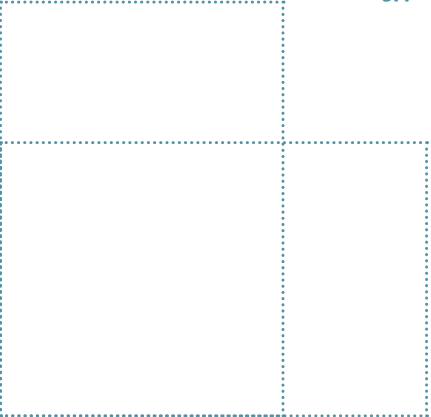
Councillor, MLA, and MP are given space to write. Local MLA's must contribute a minimum 1/6 paid colour ad with their article of under 700 words. If budget allows, it would be appreciated for local municipal councillor's to contribute something to their ongoing written contribution. Articles should be less than 700 words. If graphics are needed, please endeavour to reduce your word count.

info@highcountrynews.ca • 403.949.3526 • highcountrynews.ca
Box 476, Balsam Ave, Bragg Creek, AB, T0L 0K0


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

Layout charges: Each ad includes ½ hour layout, \$75/hour after that

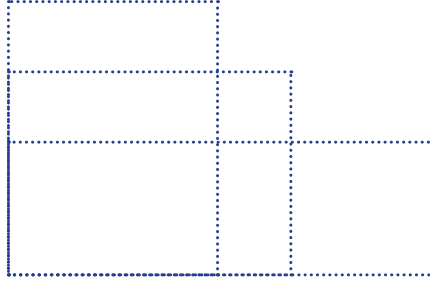
1/2 PAGE
Vertical 4.65w x 6.8h
Horizontal 7w x 4.5h
B&W: \$319.75
Colour: \$377.00




1/3 PAGE
Square 4.65w x 4.5h
Vertical 2.25w x 9.1h
Horizontal 7w x 2.95h
B&W: \$220.50
Colour: \$260.00



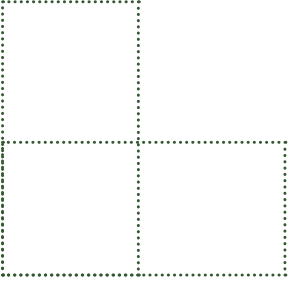
1/4 PAGE
Premium spot index banner 7w x 2.2h
Colour only \$227.50 (min 3 month booking)
Vertical 3.45w x 4.5h
Horizontal banner 7w x 2.2h
Horizontal 4.65w x 3.35h
B&W: \$167.75
Colour: \$201.50



BUSINESS CARD
3.5w x 2h
B&W: \$82.69
Colour: \$97.50




1/6 PAGE
Vertical 2.25w x 4.5h
Horizontal 4.65w x 2.2h
B&W: \$126.78
Colour: \$149.50



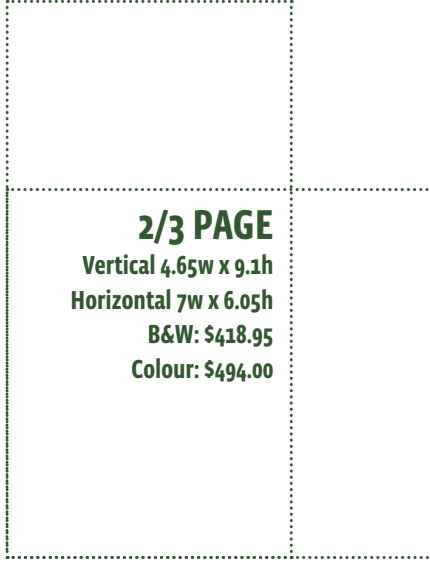
FULL PAGE
Premium inside cover spot
B&W: \$655.99 Colour: \$773.50

FRONT PAGE BANNER 7w x 2.2h
Colour only \$250.75 (min 3 month booking)

Regular Full Page 7w x 9.4h
B&W: \$595.35
Colour: \$702.50



2/3 PAGE
Vertical 4.65w x 9.1h
Horizontal 7w x 6.05h
B&W: \$418.95
Colour: \$494.00



Not shown here:

SPECIFIC SPONSORSHIP PREMIUM LOCATION Add 10% to the colour advertising rate: Classified page (1/4 pg) | Kidz Zone (1/4 pg)

COMMERCIAL CLASSIFIED \$25/4 lines, \$5 for each additional line
Includes: most recent print edition, and online for 30 days from the date of posting. Submit your ad online at highcountrynews.ca/classifieds-overview or via email to classified@highcountrynews.ca

BACK PAGE LISTING \$119.40/year (\$9.95/month)

TO BOOK YOUR PRINT AD, PLEASE CONTACT
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 period, 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 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 will receive a free online ad for the duration of your print ad run.