

*The Sioux Lookout*  
**Bulletin**®

**Advertising  
Planner**

**2012**

**Common Ad Sizes**

**Rates and  
Information**

**Beth McKinlay**

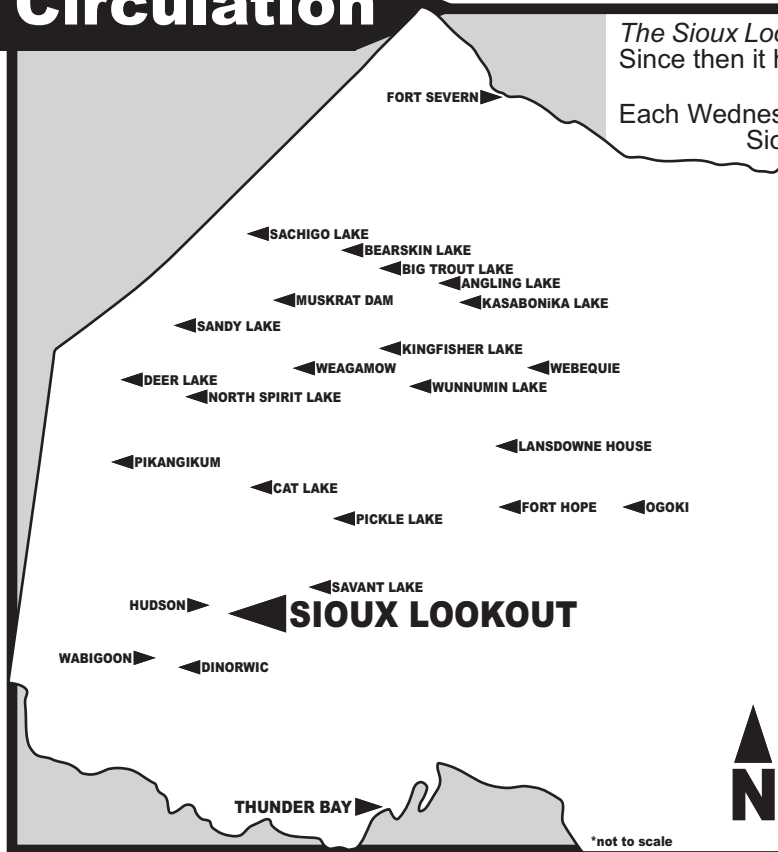
Director of Advertising and Sales

[advertising@siouxbulletin.com](mailto:advertising@siouxbulletin.com)

807-737-4207

# Circulation

## Sioux Lookout... and beyond



The *Sioux Lookout Bulletin* first went to press in October of 1991. Since then it has grown with the communities that it serves.

Each Wednesday 4,500 copies of *The Bulletin* are distributed in Sioux Lookout, Hudson, Dinorwic, Wabigoon, Savant Lake, Pickle Lake and 19 northern communities. In addition to the local and regional distribution, approximately 150 papers are mailed to subscribers across Canada and in the United States.

The *Sioux Lookout Bulletin* has been online since March 2001. In January 2005 [www.siouxbulletin.com](http://www.siouxbulletin.com) was upgraded to include the entire newspaper. Online readers now enjoy all the stories and features of the printed version. [siouxbulletin.com](http://siouxbulletin.com) also features a fairly large photo gallery.

The Town of Sioux Lookout is located about 100 km north of Dryden, Ontario and has a growing population that is officially listed at 5600.

It serves as the "hub of the north," as most of the northern communities use Sioux Lookout as a meeting centre and the connecting point to larger centres.

Advertising in *The Bulletin* gets results. Local, regional and national advertisers benefit from the best frequency and reach in the area.

# Classified Advertising

## Effective... and cost effective

Price per word: **\$0.39**  
 Minimum for 23 words or less: **\$8.97**  
 Add a photo or graphic: **\$7.10**  
 Obituary flat rate: (max 200 words) **\$39.00**  
 Place an ad for two weeks and get the third week FREE.

All classified ads must be submitted via e-mail ([classified@siouxbulletin.com](mailto:classified@siouxbulletin.com)), in person, or by fax (737-3084).

All classified ads must be prepaid.

No formatting allowed on classified ads (ie: centred, italics)

The first 2 or 3 words will be bold.

Abbreviations are counted as words. (ie: bdrm = bedroom = 1 word). Use full words to avoid confusion.

For Sale	Services	For Rent
<p><b>Camping trailer.</b> Sleeps at least 3 comfortably. New tires, axle, brakes, comes with oven, heater, tv and many more extras. Length 24 ft. Price \$1500.00. Call 737-3028</p> <p><b>Burial plot</b> - 3 1/2' X 10' superficial feet. At Sioux Lookout Northway Cemetery. Firm - \$500.00 Phone 204-369-8308</p> <p><b>1992 Case Skid Steer.</b> 855 hours. Diesel engine. Comes with two buckets and snow blower. Asking \$15,000. OBO. Please call 807-223-2339.</p>	<p><b>\$39.99 Monthly Telephone Service.</b> \$20.00 Federal discounts. \$39.99 New activation's. \$20.00 Unlimited long distance. Call Toll free 1-866-391-2700. A Neighbourhood Connection.</p> <p><b>Computer repair and satellite installation.</b> Call Garrett Cosco 738-TECH (8324) <a href="http://www.coscotech.ca">www.coscotech.ca</a></p> <p><b>Northroad Mechanical Service and Repair</b> for all automobile makes and models. Lowest rates in town. Please call 737-0001</p> <p><b>DEBT PROBLEMS?</b> (discuss your options.) For free advice: Meyers Morris Penny Limited, Trustee in Bankruptcy. Local office: 315 Main Street South, Kenora, ON; Cathy Morris, Insolvency Admin Assistant (807) 468-3338 or Toll Free 866-381-3338. Principal Office: 301-1661 Portage Ave, Winnipeg, MB Ken Zealand, CA Trustee. <a href="http://www.mpendebt.ca">www.mpendebt.ca</a></p>	<p><b>1 bedroom partially furnished apartment.</b> \$800/month includes utilities. References required. 737-7908</p> <p><b>2 bedroom house for rent.</b> Big yard. Available Nov 1. \$900 plus utilities. Call 737-7747</p> <p><b>Furnished newer waterfront log home.</b> One bedroom, full walkout basement, laundry No smoking. No Pets. Oil Heat. \$1100/month. Contact 807-275-8155</p> <p><b>Newer 2 bedroom apartment for rent.</b> Includes fridge stove, dishwasher, washer and dryer. No pets, no smoking \$895/month plus utilities. Call 737-9576</p> <p><b>House for rent.</b> 2 bedrooms on Drayton Road. \$800.00 plus utilities. Call 737-1576</p> <p><b>2 bedroom apartment.</b> First and last months rent. No pets. No smoking. \$800.00 per month plus hydro. Call 737-3011</p>

# Service Directory

## The hardest working page in the paper

Large ad: **\$243.00/12 weeks**

Small ad: **\$130.00/12 weeks**

Service directory ads are billed on a 12 week cycle.

Ads placed in the middle of a run will be prorated.

Ads may be cancelled after 12 weeks.

Payment will not be refunded for ads cancelled before 12 weeks.

All prices are subject to HST. Prices in effect Jan 1, 2012 and may change without notice.

# [www.siouxbulletin.com](http://www.siouxbulletin.com)

# Display Advertising

Show 'em what you've got

Per agate line: \$0.69  
Per column inch \$9.69

## PRICING FORMULA:

columns x depth x rate = price  
2 col x 5" ad: 2 x 5 x 9.41 = \$96.90

## DISCOUNTS

Frequency Discount 2nd week: 5% off  
Frequency Discount 3rd week: 10% off  
Non-profit Discount: 10% off

## COLOUR SURCHARGE

Spot colour: 25%  
Full colour: 75%

PLACEMENT SURCHARGE: 25%

## NATIONAL RATE

Per Agate Line: \$0.76/line  
1 colour: \$176.00  
2 colours: \$295.00  
Process Colour: \$411.00

## ADVERTISING SUBMISSIONS

Ads accompanied with complete insertion instructions may be faxed, emailed or delivered to The Bulletin.

Electronically submitted pictures must be in either .jpg, .tif, or .bmp format. Electronically submitted ad copy must be in .doc or .txt format.

Camera ready art must be in Adobe .pdf or Illustrator .ai format. Please convert all text to outlines and embed all images and graphics prior to sending. Word documents converted to .pdf are not considered camera ready.

## CONTRACT DISCOUNTS

Advertise in The Bulletin regularly and receive a discount, regardless of the size of your ad.

10-19 times/year - 7.5%    40-49 times/year - 15%  
20-29 times/year - 10%    50+ times/year - 17.5%  
30-39 times/year - 12.5%

## Common Ad Sizes

Business Card - 2x2 - \$38.77  
Banner - 6x2 - \$116.31  
1/8 page - 3x4 - \$116.31  
1/4 page - 3x8 - \$232.62  
1/3 page - 4x8 - \$310.15  
1/2 page - 6x8 - \$465.23  
3/4 page - 6x12 - \$697.85  
Full page - 6x16 - \$930.46

## Column Widths

1 Col  
1.5625"  
2 Columns  
3.3"  
3 Columns  
5.0375"  
4 Columns  
6.775"  
5 Columns  
8.5125"  
6 Columns  
10.25"

# Flyers

Reaching all of your customers

One insertion: \$0.08/flyer  
12 or more insertions: \$0.06/flyer

Quantity required for full distribution: 4,500

Maximum flyer size: 8.5" x 11"

Flyers must be delivered 4 business days prior to insertion

Contact The Bulletin for delivery address and instructions

# Web Advertising

Advertise to the world

Archives Page: \$25.00/week  
Photo Album: \$25.00/week  
Links Page: \$25.00/week  
Advertising Page: \$18.75/week  
Contact Page: \$18.75/week

Minimum run for web advertising is 4 weeks.

Web ad includes link to your URL.

All web ads include full colour design and up to 15 frames of animation.

Ads may be redesigned every 4 weeks.

Place a web ad for 20 weeks and get 5 weeks free.

Place a web ad for 40 weeks and get 12 weeks free.

All prices are subject to HST. Prices in effect Jan 1, 2012 and may change without notice.

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

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# N E W S

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3 Columns (5.0375") x 4"  
1/8 page  
\$116.28 per week, black & white  
\$145.35 per week, spot colour  
\$203.49 per week, full colour

3 Columns (5.0375") x 8"  
1/4 page  
\$232.84 per week, black & white  
\$282.96 per week, spot colour  
\$383.76 per week, full colour

6 Columns (10.25") x 2"  
Banner Position  
\$116.28 per week, black & white  
\$145.35 per week, spot colour  
\$203.49 per week, full colour

# N E W S

2 Columns (3.3") x 4"  
 Thank You Ad  
 \$77.52 per week, black & white  
 \$96.90 per week, spot colour  
 \$135.66 per week, full colour

2 Columns (3.3") x 2"  
 Business Card  
 \$38.64 per week, black & white  
 \$48.45 per week, spot colour  
 \$67.83 per week, full colour

2 Columns (3.3") x 7"  
 Approximate Want Ad Size  
 \$135.66 per week, black & white  
 \$169.58 per week, spot colour  
 \$237.41 per week, full colour

4 Columns (6.775") x 8"  
 1/3 page  
 \$310.08 per week, black & white  
 \$360.48 per week, spot colour  
 \$461.28 per week, full colour

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# N E W S

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6 Columns (10.25") x 8"  
1/2 Page  
\$465.12 per week, black & white  
\$515.52 per week, spot colour  
\$616.32 per week, full colour

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# N E W S

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6 Columns (10.25") x 12"  
3/4 Page  
\$697.68 per week, black & white  
\$748.08 per week, spot colour  
\$848.88 per week, full colour

# N E W S

6 Columns (10.25") x 16"

Full Page (It will also cover up the news and date header at the top of the page)

\$930.24 per week, black & white

\$980.64 per week, spot colour

\$1081.44 per week, full colour

# ***The Sioux Lookout*** ***Bulletin***®

## **FLYER SHIPPING AND SIZE RESTRICTIONS**

FLYERS MUST BE SHIPPED PREPAID TO THE THE SIOUX BULLETIN  
C/O DAILY MINER AND NEWS TO ARRIVE AT LEAST FOUR  
WORKING DAYS PRIOR TO THE DATE OF INSERTION.

FLYERS CAN BE SHIPPED CARTON OR SKID  
THE DELIVERY ADDRESS IS:

33 MAIN STREET SOUTH  
KENORA, ONTARIO P9N 1S8

INSERTS MUST BE BOXED, MAXIMUM 500 PER BOX, OR IF  
UNBOXED ON A PALLET, THEY MUST BE BUNDLED AND STRAPPED  
WITH INDIVIDUAL BUNDLES NOT EXCEEDING 500 COPIES.

MAILING ADDRESS IS P.O. BOX 1620 KENORA, ONTARIO P9N 3X7

FOR THE SIOUX LOOKOUT BULLETIN DELIVERY:  
MAXIMUM FLYER SIZE IS:  
12 1/2"X 11 1/2"

(WE PREFER FLYERS FLAT TO THESE MAXIMUM SIZES IF  
POSSIBLE)

QUANTITIES REQUIRED AS OF JANUARY 1, 2005 - 4300

DAILY MINER & NEWS CONTACT:  
SALES MANAGER 807-468-5555

SIOUX LOOKOUT BULLETIN CONTACT: 807-737-4207  
BETH MCKINLAY, DIRECTOR OF SALES & MARKETING

# The Sioux Lookout Bulletin

Beth McKinlay  
Director of Advertising and Sales


807-737-4207

## 2012 PRODUCTION SCHEDULE


### JANUARY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2 Office Closed	3	4	5 DEADLINE	6	7
8	9	10	11	12 DEADLINE	13	14
15	16	17	18	19 DEADLINE	20	21
22	23	24	25	26 DEADLINE	27	28
29	30	31 Tip of the Month	Don't pay for your ads. Let someone else do it. If you are a supplier of brand name products or services there might be money for you from the distributor or manufacturer. Ask your sales reps about co-op dollars. You are in business to sell their goods and they want to help you. Sales for you means sales for them. In addition to money, they can be a resource for advertising ideas and might even have ads that are ready to go and just need your address and contact information.			


### FEBRUARY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
5	6	7	8	9 DEADLINE	10	11
12	13	14 	15 EARLY DEADLINE	16	17	18
19	20 Family Day Office Closed	21	22	23 DEADLINE	24	25
26	27	28	29 Tip of the Month	Grab attention with colour! Whether you use full colour photos or a solid colour background using colour can set your ad apart from the competition. Spot (one) colour ads are just 25% more and full colour ads are just 75% more!		


### MARCH

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Tip of the Month				1	2	3
BACK IT UP Advertisers often claim to have what the customer wants, such as "highest quality at the lowest price," but fail to offer any evidence. An unsubstantiated claim is nothing more than a cliché.				DEADLINE		
4	5	6	7	8 DEADLINE	9	10
11 Daylight Saving Time Starts	12	13	14	15 DEADLINE	16	17 
18	19	20	21	22 DEADLINE	23	24
25	26	27	28	29 DEADLINE	30	31


### APRIL

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 April Fool's Day	2	3	4	5	6 Office Closed	7
8 	9	10	11 EARLY DEADLINE	12 DEADLINE	13	14
15	16	17	18	19 DEADLINE	20	21
22	23	24	25	26 DEADLINE	27	28
29	30	Tip of the Month				31
Smaller ads more often... Take advantage of our contract discount rates. Contract discounts are based on how often you place ads not how much you place. Advertise every week (even a business card sized ad) and take 17.5% off the top all ads you place, including extras like want ads.						

### MAY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Tip of the Month		1	2	3	4	5
Plan Ahead... Keep a calendar to remind you to get your advertising in on time. Note holidays, festivals, and other big sales periods of the year. Also, pay attention to when your sales slump, advertise then to drive your sales.		DEADLINE				
6	7	8	9	10 DEADLINE	11	12
13 	14	15	16	17 EARLY DEADLINE	18	19
20	21 Office Closed	22	23	24 DEADLINE	25	26
27	28	29	30	31 DEADLINE		

### JUNE

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Tip of the Month						1
Advertising Design Services If you can imagine it... We can make it. We love to create ads at the Sioux Lookout Bulletin. Here are some of the things that we can do for you. Add logos - Add graphics - Add photos - Add a border - Add fonts. We really do enjoy making your ads and the more creative the better. Best of all, there is no extra to you!						2
3	4	5	6	7 DEADLINE	8	9
10	11	12	13	14 DEADLINE	15	16
17 	18	19	20	21 DEADLINE	22	23
24	25	26	27	28 DEADLINE	29	30

### JULY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 	2	3	4	5 DEADLINE	6	7
8	9	10	11	12 DEADLINE	13	14
15	16	17	18	19 DEADLINE	20	21
22	23	24	25	26 DEADLINE	27	28
29	30	Tip of the Month				31
Think outside the box Don't be square... the space that you purchase for your ad is a rectangle but your ad doesn't have to be. Odd shapes can make your ad pop off the page. Circles, triangles and abstract shapes are great.						


### AUGUST

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Tip of the Month		1	2	3	4	5
1 Picture = 1000 words If you are selling a product, include a photo of the product in your ad. If you are selling a service, a mugshot of who to see when they get to your store helps.		EARLY DEADLINE				
6 Blueberry Festival	7 Blueberry Festival	8 Blueberry Festival	9 Blueberry Festival	10 Blueberry Festival	11 Blueberry Festival	12
13 Blueberry Festival	14	15	16 DEADLINE	17	18	19
20	21	22	23 DEADLINE	24	25	26
27	28	29	30 EARLY DEADLINE	31		


### SEPTEMBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Tip of the Month						1
The devil is in the details When designing your ad, ask yourself what questions people may have about your products or services. Including important details will help your customers decide to come to you.						
2	3 Office Closed	4	5	6 DEADLINE	7	8
9	10	11	12	13 DEADLINE	14	15
16	17	18	19	20 DEADLINE	21	22
23	24	25	26	27 DEADLINE	28	29
30						

### OCTOBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3 EARLY DEADLINE	4	5	6	7
8 	9	10	11 DEADLINE	12	13	14
15	16	17	18 DEADLINE	19	20	21
22	23	24	25 DEADLINE	26	27	28
29	30	31 Tip of the Month	K.I.S.S. KEEP IT SWEET AND SIMPLE			

### NOVEMBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Tip of the Month		1	2	3	4	5
Less is more... always! Don't let your ad take the place of your trained salespeople. Tease your customers with enough information so they come to see you. Use big graphics, big text and lots of space. Just look at some ads by big advertisers like VW, Absolut Vodka or Apple Computers.		DEADLINE				
6 Daylight Saving Time Ends	7	8	9	10 DEADLINE	11	12
13 	14	15	16 DEADLINE	17	18	19
20	21	22	23 DEADLINE	24	25	26
27	28	29	30 DEADLINE			

### DECEMBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Tip of the Month						1
Payment Options: Tell people what your payment options are. There is nothing worse than getting to the cash register only to find the store doesn't accept your credit card or cheque. Include payment options on all your advertising.						
2	3	4	5	6 DEADLINE	7	8
9	10	11	12	13 DEADLINE	14	15
16	17	18	19	20 DEADLINE	21	22
23	24	25	26 NO PAPER	27	28	29
30	31 New Years Eve					