

# blanket advertising options

Rates effective January 1, 2011 - December 31, 2011

## business builder

Blanket the province. Or pick a specific market area. You can even go Canada-wide. All that and more is possible with the SWNA's powerful Blanket Classifieds program.

- \$209/ 25 words / \$5 per every word over 25 (SK)  
(Cost reflects full provincial coverage in Saskatchewan)
- Text only
- Full coverage or zones
- Deadline noon Wednesday for publication  
the following week (SK)  
Out of province deadlines vary.
- Book on-line
- Buy 3 get the 4th ad FREE

\* Ask us about placing your ad in Saskatchewan zones

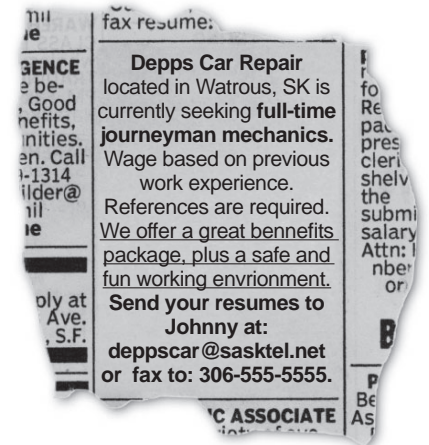


## response builder

Just like the name says, Response Builders do just that. They stand out from other Classifieds, through the use of font, centering and type-face.

- \$259 (\$50 over cost of a blanket) /  
based on 35 agates / \$12 per agate line over 35  
(Cost reflects full provincial coverage in Saskatchewan)
- Formatted (text only)
- Saskatchewan only
- Full coverage only
- Deadline: Wednesday noon
- Buy 3 get the 4th ad FREE

\* Ask us about placing your ad in Saskatchewan zones



## power builder

A Power Builder exposes potential customers to one of the most powerful symbols your company or firm has: that unique symbol which represents your organization visually.

- \$359 (\$100 over cost of a response builder),  
based on 45 agates (10 agates for logo)  
(Cost reflects full provincial coverage in Saskatchewan)
- Formatted with logo incorporated
- Saskatchewan only
- Full coverage only
- Deadline: Wednesday noon
- Buy 3 get the 4th ad FREE

\* Ask us about placing your ad in Saskatchewan zones



**For More  
Information  
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or visit [www.swna.com](http://www.swna.com) or contact your local member paper today!