

2007 insert rates  
& shipping info

looking for  
solutions?



# inserts rates and shipping info

NEWSPAPER / SHIPPING LABEL	SHIPPING ADDRESS	PUB DAY	COST/ THOU.	COST/ PCE.	# OF INSERTS REQUIRED	NET COST
Assiniboia Times	410 1st Ave East, Assiniboia, SK, S0H 0B0	F	\$66.00	\$0.066	3,000	\$198.00
Battlefords News Optimist (The)	892 104th Street, North Battleford, SK, S9A 3E6	W	\$61.00	\$0.061	3,581	\$218.44
Battlefords Regional Optimist (The) c/o Battlefords News Optimist	892 104th Street, North Battleford, SK, S9A 3E6	F	\$61.00	\$0.061	13,948	\$850.83
Bengough Deep South Star c/o Radville Star	230 Main Street, Radville, SK, S0C 2G0	Th	\$66.00	\$0.066	1,000	\$66.00
Biggar Independent	102 3rd Ave West, Biggar, SK, S0K 0M0	M	\$61.00	\$0.061	1,750	\$106.75
Broadview Express c/o Grenfell Sun	813 Desmond Street, Grenfell, SK, S0G 2B0	Tu	\$55.00	\$0.055	575	\$31.63
Canora Courier	123 First Ave East, Canora, SK, S0A 0L0	W	\$66.00	\$0.066	2,100	\$138.60
Carlyle Observer	132 Main Street, Carlyle, SK, S0C 0R0	F	\$55.00	\$0.055	4,900	\$269.50
Carnduff Gazette Post News	106 Broadway Street, Carnduff, SK, S0C 0S0	M	\$88.00	\$0.088	1,100	\$96.80
Country Press c/o Tisdale Recorder	1004 102 Ave East, Tisdale, SK, S0E 1T0	W	\$83.00	\$0.083	11,257	\$934.33
Craik Weekly News	221 Third Street, Craik, SK, S0G 0V0	Tu	\$61.00	\$0.061	950	\$57.95
Creighton Northern Visions Gazette	10 North Ave, Flin Flon, MB, R8A 0T2	F	\$55.00	\$0.055	370	\$20.35
Cut Knife Highway 40 Courier	200 Steele Street, Cut Knife, SK, S0M 0N0	W	\$72.00	\$0.072	570	\$41.04
Davidson Leader	205 Washington Ave, Davidson, SK, S0G 1A0	M	\$77.00	\$0.077	1,300	\$100.10
East Central Connection c/o Tisdale Recorder	1004 102 Ave East, Tisdale, SK, S0E 1T0	F	\$61.00	\$0.061	11,000	\$671.00
Esterhazy Miner-Journal	606 Veterans Ave, Esterhazy, SK, S0A 0X0	M	\$66.00	\$0.066	1,700	\$112.20
Estevan Lifestyles Publication c/o Estevan Mercury	134 Perkins Street, Estevan, SK, S4A 2K1	F	\$88.00	\$0.088	8,020	\$705.76
Estevan Mercury	134 Perkins Street, Estevan, SK, S4A 2K1	W	\$68.00	\$0.068	3,308	\$224.94
Eston-Elrose Press Review c/o Kindersley Clarion	919 Main Street, Kindersley, SK, S0L 1S0	Tu	\$61.00	\$0.061	1,150	\$70.15
Foam Lake Review c/o CPL	339 Main Street, Melville, SK, S0A 2P0	M	\$69.00	\$0.069	1,700	\$117.30
Fort Qu'Appelle Times	141 Broadway St. W., Fort Qu'Appelle, SK, S0G 1S0	Tu	\$66.00	\$0.066	1,500	\$99.00
Gravelbourg Tribune (Bilingual)	611 Main Street, Gravelbourg, SK, S0H 1X0	M	\$66.00	\$0.066	1,200	\$79.20
Grenfell Sun	813 Desmond Street, Grenfell, SK, S0G 2B0	Tu	\$55.00	\$0.055	1,200	\$66.00
Gull Lake Advance	1462 Conrad Ave, Gull Lake, SK, S0N 1A0	Tu	\$99.00	\$0.099	1,150	\$113.85
Herbert Herald c/o Moose Jaw Times	444 River Street West, Moose Jaw, SK, S6H 6J6	Tu	\$72.00	\$0.072	1,800	\$129.60
Hudson Bay Post Review c/o Tisdale Recorder	1004 102 Ave East, Tisdale, SK, S0E 1T0	W	\$66.00	\$0.066	1,359	\$89.69
Humboldt Journal c/o Tisdale Recorder	1004 102 Ave East, Tisdale, SK, S0E 1T0	W	\$77.00	\$0.077	3,500	\$269.50
Indian Head-Wolseley News	508 Grand Ave, Indian Head, SK, S0G 2K0	Tu	\$77.00	\$0.077	1,900	\$146.30
Ituna News c/o CPL	339 Main Street, Melville, SK, S0A 2P0	M	\$69.00	\$0.069	850	\$58.65
Kamsack Times c/o Canora Courier	123 First Ave East, Canora, SK, S0A 0L0	Th	\$66.00	\$0.066	1,600	\$105.60
Kelvington Northeast Chronicle	210 Main Street, Kelvington, SK, S0A 1W0	W	\$66.00	\$0.066	1,463	\$96.56
Kelvington Radio c/o CPL	339 Main Street, Melville, SK, S0A 2P0	W	\$55.00	\$0.055	1,000	\$55.00
Kerrobert Citizen c/o Kindersley Clarion	919 Main Street, Kindersley, SK, S0L 1S0	W	\$61.00	\$0.061	650	\$39.65
Kindersley Clarion	919 Main Street, Kindersley, SK, S0L 1S0	W	\$61.00	\$0.061	2,450	\$149.45
Kinistino/Birch Hills Post-Gazette c/o Melfort Journal	901 Main Street North, Melfort, SK, S0E 1A0	W	\$67.00	\$0.067	1,410	\$94.47
Kipling Citizen	521 Main Street, Kipling, SK, S0G 2S0	F	\$73.00	\$0.073	1,500	\$109.50
L'Eau vive (Francophone)	825 McDonald Street, Regina, SK, S4N 2X5	Th	\$176.00	\$0.176	1,250	\$220.00
La Ronge Northerner c/o Tisdale Recorder	1004 102 Ave East, Tisdale, SK, S0E 1T0	Th	\$66.00	\$0.066	1,600	\$105.60
Langenburg Four-Town Journal	106 Prothero Ave West, Churchbridge, SK, S0A 0M0	Tu	\$83.00	\$0.083	1,350	\$112.05
Lanigan Advisor	42 Main Street, Lanigan, SK, S0K 2M0	M	\$66.00	\$0.066	1,084	\$71.54
Leader News c/o Kindersley Clarion	919 Main Street, Kindersley, SK, S0L 1S0	W	\$61.00	\$0.061	1,050	\$64.05
Lloydminster Meridian Booster	5714 - 44 Street, Lloydminster, AB, T9V 0R6	M/W/F	\$67.00	\$0.067	15,000	\$1,005.00
Lumsden Waterfront Press (The New)	635 James Street North, Lumsden, SK, S0G 3C0	Th	\$83.00	\$0.083	4,050	\$336.15
Macklin Mirror	N/A					
Maple Creek & SW Advance Times c/o Medicine Hat News	3257 Dunmore Rd SE, Medicine Hat, AB, T1A 7E6	Tu	\$66.00	\$0.066	2,300	\$151.80
Maple Creek News c/o Medicine Hat News	3257 Dunmore Rd SE, Medicine Hat, AB, T1A 7E6	Th	\$77.00	\$0.077	2,500	\$192.50

**TOTAL INSERTS REQUIRED: 378,383**

## inserts rates and shipping info

NEWSPAPER / SHIPPING LABEL	SHIPPING ADDRESS	PUB DAY	COST/ THOU.	COST/ PCE.	# OF INSERTS REQUIRED	NET COST
Meadow Lake Northern Pride <i>c/o Wainwright Star Chronicle</i> .....	414 - 10th Street, Wainwright, AB, T9W 1P5.....	Tu.	\$99.00	\$0.099	5,000	\$495.00
Meadow Lake Progress .....	311 Centre Street, Meadow Lake, SK, S9X 1Y6 .....	Su.	\$62.00	\$0.062	4,280	\$265.36
Melfort Journal .....	901 Main Street North, Melfort, SK, S0E 1A0 .....	Tu.	\$67.00	\$0.067	3,140	\$210.38
Melville Advance.....	218 3rd Ave West, Melville, SK, S0A 2P0.....	W.	\$99.00	\$0.099	3,100	\$306.90
Moose Jaw Sunday Times.....	444 River Street, Moose Jaw, SK, S6H 6J6 .....	S.	\$63.00	\$0.063	18,270	\$1,151.01
Moosomin World-Spectator .....	624 Main Street, Moosomin, SK, S0G 3N0.....	M.	\$55.00	\$0.055	3,300	\$181.50
Naicam News <i>c/o Tisdale Recorder</i> .....	1004 102 Ave East, Tisdale, SK, S0E 1T0 .....	F.	\$61.00	\$0.061	400	\$24.40
Nipawin Journal.....	218 Centre Street, Nipawin, SK, S0E 1E0 .....	W.	\$70.00	\$0.070	3,412	\$238.84
Norquay North Star <i>c/o Canora Courier</i> .....	123 First Ave East, Canora, SK, S0A 0L0.....	W.	\$66.00	\$0.066	800	\$52.80
Northeast Sun <i>c/o Melfort Journal</i> .....	901 Main Street North, Melfort, SK, S0E 1A0 .....	F.	\$77.00	\$0.077	26,085	\$2,008.55
Outlook (The).....	108 Saskatchewan Ave East, Outlook, SK, S0L 2N0 .....	M.	\$61.00	\$0.061	2,100	\$128.10
Oxbow Herald .....	219 Main Street, Oxbow, SK, S0C 2B0.....	M.	\$110.00	\$0.110	1,259	\$138.49
Parkland Review <i>c/o Tisdale Recorder</i> .....	1004 102 Ave East, Tisdale, SK, S0E 1T0 .....	F.	\$61.00	\$0.061	16,158	\$985.64
Prairie Post <i>c/o Medicine Hat News</i> .....	3257 Dunmore Rd SE, Medicine Hat, AB, T1A 7E6 .....	F.	\$72.00	\$0.072	22,450	\$1,616.40
Preeceville Progress <i>c/o Canora Courier</i> .....	123 1st Ave East, Canora, SK, S0A 0L0.....	Th.	\$66.00	\$0.066	1,500	\$99.00
Radville Star.....	230 Main Street, Radville, SK, S0C 2G0.....	W.	\$66.00	\$0.066	1,200	\$79.20
Redvers New Optimist (The) <i>c/o Melita New Era</i> .....	128 Main Street, Melita, MB, R0M 1L0.....	Sa.	\$66.00	\$0.066	1,400	\$92.40
Regional Trader, The <i>c/o Tisdale Recorder</i> .....	1004 102 Ave East, Tisdale, SK, S0E 1T0 .....	F.	\$61.00	\$0.061	6,555	\$399.86
Rosetown Eagle .....	114 - 2nd Ave West, Rosetown, SK, S0L 2V0 .....	M.	\$61.00	\$0.061	2,400	\$146.40
Rosthern Saskatchewan Valley News .....	1000 - 6th Street, Rosthern, SK, S0K 3R0 .....	W.	\$72.00	\$0.072	2,600	\$187.20
Rural Roots .....	30 -10 Street East, Prince Albert, SK, S6V 0Y5.....	Su.	\$63.00	\$0.063	31,000	\$1,953.00
St. Walburg & Area Gazette .....	20 Main Street, St. Walburg, SK, S0M 2T0 .....	W.	\$66.00	\$0.066	785	\$51.81
Shaunavon Standard.....	346 Centre Street, Shaunavon, SK, S0N 2M0 .....	Tu.	\$72.00	\$0.072	1,800	\$129.60
Shellbrook Chronicle .....	44 Main Street, Shellbrook, SK, S0J 2E0 .....	F.	\$55.00	\$0.055	3,800	\$209.00
Southeast Trader Express <i>c/o Estevan Mercury</i> .....	134 Perkins Street, Estevan, SK, S4A 2K1 .....	F.	\$68.00	\$0.068	9,239	\$628.25
Spiritwood Herald <i>c/o Shellbrook Chronicle</i> .....	44 Main Street, Shellbrook, SK, S0J 2E0 .....	F.	\$55.00	\$0.055	2,550	\$140.25
Strasbourg Last Mountain Times.....	103 1st Ave West, Nokomis, SK, S0G 3R0.....	Tu.	\$80.00	\$0.080	1,385	\$110.80
Tisdale Recorder.....	1004 102 Ave East, Tisdale, SK, S0E 1T0 .....	W.	\$61.00	\$0.061	1,888	\$115.17
Unity Northwest Herald .....	321 Main Street, Unity, SK, S0K 4L0 .....	M.	\$61.00	\$0.061	1,834	\$111.87
Wadena News <i>c/o CPL</i> .....	339 Main Street, Melville, SK, S0A 2P0.....	W.	\$55.00	\$0.055	3,100	\$170.50
Wakaw Recorder .....	224 1st Street South, Wakaw, SK, S0K 4P0.....	W.	\$55.00	\$0.055	1,950	\$107.25
Watrous Manitou .....	309 Main Street, Watrous, SK, S0K 4T0 .....	M.	\$77.00	\$0.077	1,820	\$140.14
Watson World.....	313 Railway Ave. W, Watson, SK, S0K 4V0.....	W.	\$61.00	\$0.061	550	\$33.55
West Central Crossroads <i>c/o Kindersley Clarion</i> .....	919 Main Street, Kindersley, SK, S0L 1S0 .....	M.	\$61.00	\$0.061	16,002	\$976.12
Weyburn Review .....	904 East Ave, Weyburn, SK, S4H 2Y8.....	W.	\$55.00	\$0.055	4,550	\$250.25
Weyburn This Week.....	19 - 11th St. NE, Weyburn, SK, S4H 1J1.....	F.	\$61.00	\$0.061	7,200	\$439.20
Whitewood Herald.....	708 South Railway St., Whitewood, SK, S0G 5C0 .....	M.	\$58.00	\$0.058	1,000	\$58.00
Wilkie Press <i>c/o Unity Northwest Herald</i> .....	321 Main Street, Unity, SK, S0K 4L0 .....	M.	\$61.00	\$0.061	683	\$41.66
Wolseley Bulletin (The) .....	219 Poplar Street, Wolseley, SK, S0G 5H0.....	F.	\$88.00	\$0.088	200	\$17.60
Wynyard Advance/Gazette <i>c/o CPL</i> .....	339 Main Street, Melville, SK, S0A 2P0.....	M.	\$69.00	\$0.069	2,000	\$138.00
Yorkton News Review <i>c/o Yorkton This Week</i> .....	20 - 3rd Ave North, Yorkton, SK, S3N 1B9.....	Th.	\$53.00	\$0.053	6,860	\$363.58
Yorkton This Week.....	20 - 3rd Ave North, Yorkton, SK, S3N 1B9.....	W.	\$55.00	\$0.055	4,783	\$263.07
<b>PUBLISHING ASSOCIATE MEMBER</b>						
Saskatchewan Senior (The) <i>c/o Tisdale Recorder</i> .....	1004 102 Ave East, Tisdale, SK, S0E 1T0 .....	1st of month	\$99.00	\$0.099	20,000	\$1,980.00

**TOTAL NET COST: \$26,228.48**

# insert specifications

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## SIZE and FOLDING

FINISHED SIZE: 8-1/2" x 11"

NOTE: If the flyer is bigger than 8 1/2" x 11" it will need to be folded to fit within that size.

### EXCEPTIONS

#### 1. Lloydminster Meridian Booster

FINISHED SIZE: 11-1/2" x 12"

NOTE: All inserts must be UNFOLDED unless the insert is bigger than 11-1/2" x 12", it will need to be folded to fit within that size.

#### 2. Macklin Mirror does NOT accept flyers

## STAPLES

The insert must not contain regular staples. SWNA will accept multi-page inserts that are saddle stitched, meaning that the points of the staples are inside a fold with the spine of the staple on the outside of the document.

## WEIGHT

The previous pages indicate the costs for inserts in each paper based on inserts weighing less than 35 grams. Products weighing in excess of 35 grams will incur additional charges.

## SHIPPING

The advertiser/client is responsible for shipping the listed quantity of inserts directly to the insert shipping address provided.

## DEADLINE

The newspapers require that the inserts arrive at their designated address one week prior to insertion date.

IMPORTANT NOTE: If the inserts are shipped to the newspaper without the provided specifications, additional charges may apply.

If you have any questions please contact SWNA 306-382-9683

