

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	2,292	\$151.27
Battlefords News Optimist (The)	892 104th Street, North Battleford, SK, S9A 3E6	W	\$61.00	\$0.061	2,763	\$168.54
Battlefords Regional Optimist (The) c/o Battlefords News Optimist	892 104th Street, North Battleford, SK, S9A 3E6	F	\$61.00	\$0.061	13,744	\$838.38
Bengough Deep South Star c/o Radville Star	230 Main Street, Radville, SK, S0C 2G0	Th	\$66.00	\$0.066	928	\$61.25
Biggar Independent	102 3rd Ave West, Biggar, SK, S0K 0M0	M	\$61.00	\$0.061	1,882	\$114.80
Broadview Express c/o Grenfell Sun	813 Desmond Street, Grenfell, SK, S0G 2B0	Tu	\$55.00	\$0.055	538	\$29.59
Canora Courier	123 First Ave East, Canora, SK, S0A 0L0	W	\$66.00	\$0.066	1,736	\$114.58
Carlyle Observer	132 Main Street, Carlyle, SK, S0C 0R0	F	\$55.00	\$0.055	4,455	\$245.03
Carnduff Gazette Post News	106 Broadway Street, Carnduff, SK, S0C 0S0	M	\$88.00	\$0.088	1,281	\$112.73
Country Press c/o Tisdale Recorder	1004 102 Ave East, Tisdale, SK, S0E 1T0	W	\$83.00	\$0.083	11,623	\$964.71
Craik Weekly News	221 Third Street, Craik, SK, S0G 0V0	Tu	\$61.00	\$0.061	951	\$58.01
Creighton Northern Visions Gazette	10 North Ave, Flin Flon, MB, R8A 0T2	F	\$55.00	\$0.055	193	\$10.62
Cut Knife Highway 40 Courier	200 Steele Street, Cut Knife, SK, S0M 0N0	W	\$72.00	\$0.072	590	\$42.48
Davidson Leader	205 Washington Ave, Davidson, SK, S0G 1A0	M	\$77.00	\$0.077	1,294	\$99.64
East Central Connection c/o Tisdale Recorder	1004 102 Ave East, Tisdale, SK, S0E 1T0	F	\$61.00	\$0.061	9,438	\$575.72
Esterhazy Miner-Journal	606 Veterans Ave, Esterhazy, SK, S0A 0X0	M	\$66.00	\$0.066	1,679	\$110.81
Estevan Lifestyles Publication c/o Estevan Mercury	134 Perkins Street, Estevan, SK, S4A 2K1	F	\$88.00	\$0.088	8,019	\$705.67
Estevan Mercury	134 Perkins Street, Estevan, SK, S4A 2K1	W	\$68.00	\$0.068	3,259	\$221.61
Eston-Elrose Press Review c/o Kindersley Clarion	919 Main Street, Kindersley, SK, S0L 1S0	Tu	\$61.00	\$0.061	1,056	\$64.42
Foam Lake Review c/o CPL	339 Main Street, Melville, SK, S0A 2P0	M	\$69.00	\$0.069	1,616	\$111.50
Fort Qu'Appelle Times	141 Broadway St. W., Fort Qu'Appelle, SK, S0G 1S0	Tu	\$66.00	\$0.066	1,498	\$98.87
Gravelbourg Tribune (Bilingual)	611 Main Street, Gravelbourg, SK, S0H 1X0	M	\$66.00	\$0.066	1,233	\$81.38
Grenfell Sun	813 Desmond Street, Grenfell, SK, S0G 2B0	Tu	\$55.00	\$0.055	1,126	\$61.93
Gull Lake Advance	1462 Conrad Ave, Gull Lake, SK, S0N 1A0	Tu	\$99.00	\$0.099	1,137	\$112.56
Herbert Herald c/o Moose Jaw Times	444 River Street West, Moose Jaw, SK, S6H 6J6	Tu	\$72.00	\$0.072	1,733	\$124.78
Hudson Bay Post Review c/o Tisdale Recorder	1004 102 Ave East, Tisdale, SK, S0E 1T0	W	\$66.00	\$0.066	1,267	\$83.62
Humboldt Journal c/o Tisdale Recorder	1004 102 Ave East, Tisdale, SK, S0E 1T0	W	\$77.00	\$0.077	3,501	\$269.58
Indian Head-Wolseley News	508 Grand Ave, Indian Head, SK, S0G 2K0	Tu	\$77.00	\$0.077	1,797	\$138.37
Ituna News c/o CPL	339 Main Street, Melville, SK, S0A 2P0	M	\$69.00	\$0.069	847	\$58.44
Kamsack Times c/o Canora Courier	123 First Ave East, Canora, SK, S0A 0L0	Th	\$66.00	\$0.066	1,351	\$89.17
Kelvington Northeast Chronicle	210 Main Street, Kelvington, SK, S0A 1W0	W	\$66.00	\$0.066	1,290	\$85.14
Kelvington Radio c/o CPL	339 Main Street, Melville, SK, S0A 2P0	W	\$55.00	\$0.055	992	\$54.56
Kerrobert Citizen c/o Kindersley Clarion	919 Main Street, Kindersley, SK, S0L 1S0	W	\$61.00	\$0.061	563	\$34.34
Kindersley Clarion	919 Main Street, Kindersley, SK, S0L 1S0	W	\$61.00	\$0.061	2,324	\$141.76
Kinistino/Birch Hills Post-Gazette c/o Melfort Journal	901 Main Street North, Melfort, SK, S0E 1A0	W	\$67.00	\$0.067	1,314	\$88.04
Kipling Citizen	521 Main Street, Kipling, SK, S0G 2S0	F	\$73.00	\$0.073	1,506	\$109.94
L'Eau vive (Francophone)	825 McDonald Street, Regina, SK, S4N 2X5	Th	\$176.00	\$0.176	1,270	\$223.52
La Ronge Northerner c/o Tisdale Recorder	1004 102 Ave East, Tisdale, SK, S0E 1T0	Th	\$66.00	\$0.066	1,599	\$105.53
Langenburg Four-Town Journal	106 Prothero Ave West, Churchbridge, SK, S0A 0M0	W	\$83.00	\$0.083	1,447	\$120.10
Lanigan Advisor	42 Main Street, Lanigan, SK, S0K 2M0	M	\$66.00	\$0.066	1,095	\$72.27
Leader News c/o Kindersley Clarion	919 Main Street, Kindersley, SK, S0L 1S0	W	\$61.00	\$0.061	879	\$53.62
Lloydminster Meridian Booster	5714 - 44 Street, Lloydminster, AB, T9V 0R6	M/W/F	\$67.00	\$0.067	14,484	\$970.43
Lumsden Waterfront Press (The New)	635 James Street North, Lumsden, SK, S0G 3C0	Th	\$83.00	\$0.083	3,805	\$315.82
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	2,294	\$151.40
Maple Creek News c/o Medicine Hat News	3257 Dunmore Rd SE, Medicine Hat, AB, T1A 7E6	Th	\$77.00	\$0.077	2,762	\$212.67

NOTE: the number of inserts required DOES NOT include overages.

TOTAL INSERTS REQUIRED: 372,211

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	4,515	\$446.99
Meadow Lake Progress	311 Centre Street, Meadow Lake, SK, S9X 1Y6	Su.	\$62.00	\$0.062	2,818	\$174.72
Melfort Journal	901 Main Street North, Melfort, SK, S0E 1A0	Tu.	\$67.00	\$0.067	2,877	\$192.76
Melville Advance	218 3rd Ave West, Melville, SK, S0A 2P0	W.	\$99.00	\$0.099	2,961	\$293.14
Moose Jaw Sunday Times	444 River Street, Moose Jaw, SK, S6H 6J6	S.	\$63.00	\$0.063	18,673	\$1,176.40
Moosomin World-Spectator	624 Main Street, Moosomin, SK, S0G 3N0	M.	\$55.00	\$0.055	3,648	\$200.64
Naicam News <i>c/o Tisdale Recorder</i>	1004 102 Ave East, Tisdale, SK, S0E 1T0	F.	\$61.00	\$0.061	323	\$19.70
Nipawin Journal	218 Centre Street, Nipawin, SK, S0E 1E0	W.	\$70.00	\$0.070	3,480	\$243.60
Norquay North Star <i>c/o Canora Courier</i>	123 First Ave East, Canora, SK, S0A 0L0	W.	\$66.00	\$0.066	659	\$43.49
Northeast Sun <i>c/o Melfort Journal</i>	901 Main Street North, Melfort, SK, S0E 1A0	F.	\$77.00	\$0.077	26,529	\$2,042.73
Outlook (The)	108 Saskatchewan Ave East, Outlook, SK, S0L 2N0	M.	\$61.00	\$0.061	2,171	\$132.43
Oxbow Herald	219 Main Street, Oxbow, SK, S0C 2B0	M.	\$110.00	\$0.110	1,269	\$139.59
Parkland Review <i>c/o Tisdale Recorder</i>	1004 102 Ave East, Tisdale, SK, S0E 1T0	F.	\$61.00	\$0.061	15,666	\$955.63
Prairie Post <i>c/o Medicine Hat News</i>	3257 Dunmore Rd SE, Medicine Hat, AB, T1A 7E6	F.	\$72.00	\$0.072	23,980	\$1,726.56
Preeceville Progress <i>c/o Canora Courier</i>	123 1st Ave East, Canora, SK, S0A 0L0	Th.	\$66.00	\$0.066	1,265	\$83.49
Radville Star	230 Main Street, Radville, SK, S0C 2G0	W.	\$66.00	\$0.066	1,141	\$75.31
Redvers New Optimist (The) <i>c/o Melita New Era</i>	128 Main Street, Melita, MB, R0M 1L0	Sa.	\$66.00	\$0.066	1,624	\$107.18
Regional Trader, The <i>c/o Tisdale Recorder</i>	1004 102 Ave East, Tisdale, SK, S0E 1T0	F.	\$61.00	\$0.061	6,185	\$377.29
Rosetown Eagle	114 - 2nd Ave West, Rosetown, SK, S0L 2V0	M.	\$61.00	\$0.061	2,276	\$138.84
Rosthern Saskatchewan Valley News	1000 - 6th Street, Rosthern, SK, S0K 3R0	W.	\$72.00	\$0.072	2,530	\$182.16
Rural Roots	30 - 10 Street East, Prince Albert, SK, S6V 0Y5	Su.	\$63.00	\$0.063	31,122	\$1,960.69
St. Walburg & Area Gazette	20 Main Street, St. Walburg, SK, S0M 2T0	W.	\$66.00	\$0.066	766	\$50.56
Shaunavon Standard	346 Centre Street, Shaunavon, SK, S0N 2M0	Tu.	\$72.00	\$0.072	1,732	\$124.70
Shellbrook Chronicle	44 Main Street, Shellbrook, SK, S0J 2E0	F.	\$55.00	\$0.055	4,536	\$249.48
Southeast Trader Express <i>c/o Estevan Mercury</i>	134 Perkins Street, Estevan, SK, S4A 2K1	F.	\$68.00	\$0.068	9,300	\$632.40
Spiritwood Herald <i>c/o Shellbrook Chronicle</i>	44 Main Street, Shellbrook, SK, S0J 2E0	F.	\$55.00	\$0.055	2,803	\$154.17
Strasbourg Last Mountain Times	103 1st Ave West, Nokomis, SK, S0G 3R0	Tu.	\$80.00	\$0.080	1,309	\$104.72
Tisdale Recorder	1004 102 Ave East, Tisdale, SK, S0E 1T0	W.	\$61.00	\$0.061	1,609	\$98.15
Unity Northwest Herald	321 Main Street, Unity, SK, S0K 4L0	M.	\$61.00	\$0.061	1,806	\$110.17
Wadena News <i>c/o CPL</i>	339 Main Street, Melville, SK, S0A 2P0	W.	\$55.00	\$0.055	2,910	\$160.05
Wakaw Recorder	224 1st Street South, Wakaw, SK, S0K 4P0	W.	\$55.00	\$0.055	2,097	\$115.34
Watrous Manitou	309 Main Street, Watrous, SK, S0K 4T0	M.	\$77.00	\$0.077	1,875	\$144.38
Watson World	313 Railway Ave. W, Watson, SK, S0K 4V0	W.	\$61.00	\$0.061	449	\$27.39
West Central Crossroads <i>c/o Kindersley Clarion</i>	919 Main Street, Kindersley, SK, S0L 1S0	M.	\$61.00	\$0.061	15,917	\$970.94
Weyburn Review	904 East Ave, Weyburn, SK, S4H 2Y8	W.	\$55.00	\$0.055	4,501	\$247.56
Weyburn This Week	19 - 11th St. NE, Weyburn, SK, S4H 1J1	F.	\$61.00	\$0.061	5,967	\$363.99
Whitewood Herald	708 South Railway St., Whitewood, SK, S0G 5C0	M.	\$58.00	\$0.058	792	\$45.94
Wilkie Press <i>c/o Unity Northwest Herald</i>	321 Main Street, Unity, SK, S0K 4L0	M.	\$61.00	\$0.061	640	\$39.04
Wolseley Bulletin (The)	219 Poplar Street, Wolseley, SK, S0G 5H0	F.	\$88.00	\$0.088	308	\$27.10
Wynyard Advance/Gazette <i>c/o CPL</i>	339 Main Street, Melville, SK, S0A 2P0	M.	\$69.00	\$0.069	1,762	\$121.58
Yorkton News Review <i>c/o Yorkton This Week</i>	20 - 3rd Ave North, Yorkton, SK, S3N 1B9	Th.	\$53.00	\$0.053	6,816	\$361.25
Yorkton This Week	20 - 3rd Ave North, Yorkton, SK, S3N 1B9	W.	\$55.00	\$0.055	4,676	\$257.18
PUBLISHING ASSOCIATE MEMBER						
Saskatchewan Senior (The) <i>c/o Tisdale Recorder</i>	1004 102 Ave East, Tisdale, SK, S0E 1T0	1st of month	\$99.00	\$0.099	21,477	\$2,126.22

TOTAL NET COST: \$25,904.80

insert specifications

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.

OVERAGES

The number of inserts required is derived directly from audit reports and therefore DOES NOT include overages.

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

solved!



SWNA Blanket Classifieds
Volume 1 for September 7, 2008
We've got you covered!

SEARCHING FOR THE BEST PEOPLE TO JOIN YOUR TEAM?
Visit careers.swna.com today for the most current job openings in the industry.

PLEASE RESPOND BY SEPTEMBER 21st WITH A RESUME TO:
Talent Acquisition Services
400 Flax, 4th Floor
Regina, S4S 0X6
Fax: (306) 774-1000
Email: employment@swna.ca

CANDID
www.candid.com

CENTRAL MANITOBA RATE TO SUPERVISOR
The Association of Central Manitoba Supervisors (CMS) is a professional organization representing supervisors in the Central Manitoba region. CMS is committed to providing its members with the highest quality of representation and services. For more information, visit www.cms-manitoba.com.

CANADA WORK
Canada Work is a national organization that provides a wide range of services to its members, including job placement, training, and career counseling. For more information, visit www.canadawork.com.

HELP WANTED
We are currently seeking experienced individuals for various positions. For more information, visit www.helpwanted.com.

THE GUY
The Guy is a national organization that provides a wide range of services to its members, including job placement, training, and career counseling. For more information, visit www.theguy.com.

SASKATCHEWAN
WEEKLY NEWSPAPERS
ASSOCIATION
swna