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quick facts

NEWSPAPER	TOTAL CIRC.	GROSS LINE RATE	PAID CIRC.	CONTROLLED CIRC.	AUDIT BASIS	PUB DAY	FORMAT & COLUMNS	PAGE DEPTH	1 COLOUR	PROCESS COLOUR
Assiniboia Times	2,292	\$0.91	2,205	20	VCP	Fri.	T 6	224	\$50.00	\$200.00
Battlefords News Optimist (The)	2,763	\$0.92	2,721	0	VCP	Wed.	T 6	220	\$175.00	\$525.00
Battlefords Regional Optimist (The)	13,744	\$1.23			VCC Pending	Fri.	T 6	220	\$175.00	\$525.00
Bengough Deep South Star	928	\$0.51	848	80	ABC	Thur.	T 6	217	\$100.00	\$400.00
Biggar Independent	1,882	\$0.66	1,838	30	VCP	Mon.	T 6	220	\$75.00	\$200.00
Broadview Express	538	\$0.57	330	208	VCC	Tue.	T 6	215	\$110.00	\$150.00
Canora Courier	1,736	\$0.64	1,666	25	VCP	Wed.	T 6	220	\$120.00	\$480.00
Carlyle Observer	4,675	\$0.68	1,423	0	VCC Pending	Fri.	T 6	220	\$90.00	\$300.00
Carnduff Gazette Post News	1,281	\$0.62	1,244	0	VCP	Mon.	T 6	220	\$80.00	\$120.00
Country Press, The (Regional: Saskatoon rural)	11,623	\$1.08	14	11,409	VCC	Wed.	T 6	200	\$135.00	\$400.00
Craik Weekly News	951	\$0.48	951	0	VCP	Tue.	T 6	215	\$100.00	\$400.00
Creighton Northern Visions	193	\$0.55	193	0	VCP	Fri.	T 6	210	\$212.00	\$458.00
Cut Knife Highway 40 Courier	590	\$0.52	521	58	VCP	Wed.	T 6	220	\$100.00	\$290.00
Davidson Leader	1,294	\$0.56	1,264	30	ABC	Mon.	T 6	220	\$100.00	\$250.00
East Central Connection (Regional: EC Sask)	9,438	\$1.18	0	9,438	VCC	Fri.	T 6	203	\$100.00	\$200.00
Esterhazy Miner-Journal	1,679	\$0.55	1,502	132	VCP	Mon.	T 6	220	\$50.00	\$150.00
Estevan Lifestyles Publication	8,019	\$1.04	35	7,939	VCC	Fri.	T 6	189	\$250.00	\$450.00
Estevan Mercury	3,259	\$0.82	3,223	36	ABC	Wed.	B 7	294	\$115.00	\$445.00
Eston-Elrose Press Review	1,056	\$0.61	1,056	0	VCP	Tue.	T 6	190	\$100.00	\$300.00
Foam Lake Review	1,616	\$0.59	1,596	0	VCP	Mon.	T 6	220	\$100.00	\$400.00
Fort Qu'Appelle Times	1,498	\$0.74	1,478	0	VCP	Tue.	T 6	220	\$100.00	\$300.00
Gravelbourg Tribune (Bilingual)	1,233	\$0.54	1,233	0	VCP	Mon.	T 6	220	\$100.00	\$250.00
Grenfell Sun	1,126	\$0.59	926	200	VCP	Tue.	T 6	215	\$110.00	\$150.00
Gull Lake Advance	1,137	\$0.50	1,137	0	VCP	Tue.	T 6	220	\$170.00	n/a
Herbert Herald	1,733	\$0.59	1,709	4	VCP	Tue.	T 6	210	\$90.00	\$250.00
Hudson Bay Post Review	1,267	\$0.73	1,233	32	VCP	Wed.	T 6	203	\$110.00	\$330.00
Humboldt Journal	3,501	\$0.87	3,441	0	VCP	Wed.	T 6	200	\$160.00	\$480.00
Indian Head-Wolseley News	1,797	\$0.56	1,797	0	VCP	Tue.	T 6	225	\$100.00	\$300.00
Ituna News	847	\$0.53	832	0	VCP	Mon.	T 6	220	\$100.00	\$400.00
Kamsack Times	1,351	\$0.63	1,299	13	VCP	Thur.	T 6	220	\$120.00	\$480.00
Kelvington Northeast Chronicle	1,290	\$0.64	1,213	40	VCP	Wed.	T 6	196	\$100.00	\$300.00
Kelvington Radio	992	\$0.58	944	31	VCP	Wed.	T 6	220	\$100.00	\$200.00
Kerrobert Citizen	563	\$0.50	556	7	ABC	Wed.	T 6	190	\$100.00	\$300.00
Kindersley Clarion	2,324	\$0.83	2,204	120	ABC	Wed.	B 7	294	\$100.00	\$300.00
Kinistino/Birch Hills Post-Gazette	1,314	\$0.58	1,276	0	VCP	Wed.	T 8	176	\$105.00	\$341.00
Kipling Citizen	1,506	\$0.60	1,493	10	VCP	Fri.	T 6	214	\$90.00	\$160.00
L'Eau vive (Francophone)	1,270	\$0.95	1,207	63	ODC	Thur.	T 5	216	\$150.00	\$600.00
La Ronge Northerner	1,599	\$0.59	1,262	290	VCP	Thur.	T 6	203	\$90.00	\$360.00
Langenburg Four-Town Journal	1,447	\$0.59	1,431	16	ABC	Tue.	T 6	218	\$95.00	\$380.00
Lanigan Advisor	1,095	\$0.49	1,095	0	ABC	Mon.	T 6	219	\$80.00	\$175.00
Leader News	879	\$0.61	840	39	ABC	Wed.	T 6	190	\$100.00	\$300.00
Lloydminster Meridian Booster	14,484	\$0.99	82	14,319	VCC	M/W/F	T 8	176	\$100.00	\$300.00
Lumsden Waterfront Press (The New)	3,805	\$0.87	438	3,367	VCC Pending	Thur.	T 6	215	\$150.00	\$350.00
Macklin Mirror	950	\$0.50	950	0	VCP Pending	Wed.	T 6	220	\$25.00	\$50.00
Maple Creek and Southwest Advance Times	2,294	\$0.61	1,737	543	VCP	Tue.	T 6	224	\$112.00	\$184.00
Maple Creek News	2,762	\$0.74	1,676	1,086	ABC	Thur.	T 6	224	\$112.00	\$184.00

T = tabloid sizes • B = broadsheet sizes • page depth measured in Agates (14 agate lines/inch)
Line Rates = Gross Rates

NEWSPAPER	TOTAL CIRC.	GROSS LINE RATE	PAID CIRC.	CONTROLLED CIRC.	AUDIT BASIS	PUB DAY	FORMAT & COLUMNS	PAGE DEPTH	1 COLOUR	PROCESS COLOUR
Meadow Lake Northern Pride	4,515	\$0.90	4,465	0	VCP	Tue.	T 6	220	\$125.00	\$400.00
Meadow Lake Progress	2,818	\$0.71	2,106	630	VCP	Sun.	T 8	176	\$128.75	\$386.25
Melfort Journal	2,877	\$0.86	2,807	0	VCP	Tue.	T 8	176	\$105.00	\$341.00
Melville Advance	2,961	\$0.78	2,875	0	VCP	Wed.	T 6	220	\$100.00	\$300.00
Moose Jaw Sunday Times	18,673	\$1.27			VCC Pending	Sun.	T 6	210	\$294.00	\$588.00
Moosomin World-Spectator	3,648	\$0.84	2,896	670	VCP	Mon.	T 6	220	\$85.00	\$200.00
Naicam News	323	\$0.68	323	0	VCP	Fri.	T 6	203	\$110.00	\$350.00
Nipawin Journal	3,480	\$0.93	3,431	49	ABC	Wed.	T 8	176	\$108.00	\$341.00
Norquay North Star	659	\$0.61	630	10	VCP	Wed.	T 6	220	\$120.00	\$480.00
Northeast Sun (Regional: NE Sask)	26,529	\$1.06	0	26,329	VCC	Fri.	T 8	176	\$95.00	\$340.00
Outlook (The)	2,171	\$0.77	2,171	0	ABC	Mon.	T 6	220	\$100.00	\$300.00
Oxbow Herald	1,269	\$0.65	1,187	45	VCP	Mon.	T 6	220	\$100.00	\$150.00
Parkland Review, The (Regional: NE Sask)	15,666	\$1.15	0	15,666	VCC	Fri.	T 6	203	\$110.00	\$330.00
Prairie Post, The (Regional: SW Sask)	23,980	\$1.21	0	23,780	VCC	Fri.	T 6	200	\$178.25	\$402.50
Preeceville Progress	1,265	\$0.62	1,218	10	VCP	Thur.	T 6	220	\$120.00	\$480.00
Radville Star	1,141	\$0.51	1,031	110	ABC	Wed.	T 6	217	\$100.00	\$400.00
Redvers Optimist	1,624	\$0.52	1,144	439	VCP	Sat.	T 6	200	\$90.00	\$250.00
Regional Trader, The (Regional: Humboldt-Cen SK)	6,185	\$0.92	0	6,185	VCC Applied	Fri.	T 6	200	\$125.00	\$375.00
Rosetown Eagle	2,276	\$0.68	2,223	0	VCP	Mon.	B 6	294	\$125.00	\$350.00
Rosthern Saskatchewan Valley News	2,530	\$0.68	2,449	81	ABC	Wed.	T 6	200	\$125.00	\$375.00
Rural Roots (Regional: NC SK)	31,122	\$1.15	0	30,922	VCC	Sun.	T 6	210	\$294.00	\$588.00
St. Walburg & Area Gazette	766	\$0.68	644	100	VCP	Wed.	T 6	224	\$100.00	\$225.00
Shaunavon Standard	1,732	\$0.60	1,696	0	VCP	Tue.	T 6	220	\$185.00	\$450.00
Shellbrook Chronicle	4,536	\$1.06	264	4,272	VCC	Fri.	T 6	199	\$90.00	\$270.00
Southeast Trader Express, The (Regional: SE Sask)	9,300	\$0.85	0	9,239	VCC	Fri.	T 6	224	\$115.00	\$445.00
Spiritwood Herald	2,803	\$0.92	96	2,707	VCC	Fri.	T 6	199	\$90.00	\$270.00
Strasbourg Last Mountain Times	1,309	\$0.56	1,279	30	ABC	Tue.	T 6	220	\$100.00	\$400.00
Tisdale Recorder	1,609	\$0.94	1,579	0	VCP	Wed.	T 6	203	\$110.00	\$330.00
Unity Northwest Herald	1,806	\$0.51	1,786	0	VCP	Mon.	T 6	224	\$75.00	\$225.00
Wadena News	2,910	\$0.76	2,797	77	VCP	Wed.	T 6	220	\$100.00	\$200.00
Wakaw Recorder	2,097	\$0.47	2,079	18	VCP	Wed.	T 6	220	\$85.00	\$260.00
Watrous Manitou	1,875	\$0.62	1,787	33	VCP	Mon.	T 6	220	\$100.00	\$300.00
Watson World	449	\$0.55			VCP PENDING	Wed.	T 6	217	\$100.00	\$200.00
West Central Crossroads (Regional: WC Sask)	15,917	\$1.18	0	15,867	VCC	Mon.	B 7	294	\$130.00	\$350.00
Weyburn Review	4,501	\$0.91	4,449	52	ABC	Wed.	B 6	294	\$90.00	\$125.00
Weyburn This Week	5,967	\$0.75	11	5,908	VCC	Fri.	T 6	224	\$100.00	\$300.00
Whitewood Herald	792	\$0.52	769	0	VCP	Mon.	T 6	218	\$100.00	\$300.00
Wilkie Press	640	\$0.51	622	0	VCP	Mon.	T 6	224	\$75.00	\$225.00
Wolseley Bulletin (The)	308	\$0.60	290	8	VCP	Fri.	T 6	205	\$100.00	\$200.00
Wynyard Advance/Gazette	1,762	\$0.65	1,762	0	VCC	Mon.	T 6	220	\$100.00	\$400.00
Yorkton News Review	6,816	\$0.90	0	6,740	VCC	Thur.	T 6	220	\$175.00	\$320.00
Yorkton This Week	4,676	\$1.42	4,676	0	VCP	Wed.	B 6	301	\$100.00	\$300.00
PUBLISHING ASSOCIATE MEMBER										
The Saskatchewan Senior	21,477	\$1.25	19,761	1,716	VCP	1st of month	T 5	203	by request	by request

TOTAL CIRCULATION: 373,381
TOTAL LINE RATE: \$66.38

TOTAL MEMBERS: 89

display mechanics

6 Column Tabloids

- 10.333" total page width
- Depth of page varies (Agates)
- p = picas
- 6 column sizing format
 - 1 col. - 9p6 (1.583")
 - 2 col. - 20p (3.333")
 - 3 col. - 30p6 (5.083")
 - 4 col. - 41p (6.833")
 - 5 col. - 51p6 (8.583")
 - 6 col. - 62p (10.333")

Assiniboia Times	224
Battlefords News Optimist.....	220
Battlefords Regional Optimist	220
(Bengough) Deep South Star.....	217
Biggar Independent	220
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Canora Courier	220
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Carnduff Gazette Post News	220
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Craik Weekly News.....	215
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Cut Knife Highway 40 Courier	220
Davidson Leader.....	220
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Fort Qu'Appelle Times	220
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Gull Lake Advance	220
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Indian Head - Wolesey News	225
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Kamsack Times.....	220
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Maple Creek News	224
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Outlook (The).....	220
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Wilkie Press.....	224
Wolesey Bulletin	205
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Yorkton News Review	220

5 Column Tabloids

l'Eau vive		Saskatchewan Senior
Page Depth 216		Page Depth 203
1 col. - 11p (1.889")		1 col. - 11p5 (1.903")
2 col. - 23p6 (3.917")		2 col. - 23p9 (3.958")
3 col. - 35p6 (5.933")		3 col. - 36p2 (6.014")
4 col. - 47p9 (7.972")		4 col. - 48p5 (8.069")
5 col. - 60p (10")		5 col. - 50p9 (10.125")

6 Column Broadsheets

Rosetown Eagle	Weyburn Review	Yorkton This Week
Page Depth 294	Page Depth 294	Page Depth 301
1 col. - 10p (1.583")	1 col. - 11p (1.833")	1 col. - 10p8 (1.778")
2 col. - 21p9 (3.625")	2 col. - 22p9 (3.792")	2 col. - 22p4 (3.722")
3 col. - 33p (5.5")	3 col. - 34p6 (5.75")	3 col. - 34p (5.667")
4 col. - 45p (7.5")	4 col. - 46p3 (7.708")	4 col. - 45p8 (7.611")
5 col. - 56p3 (9.375")	5 col. - 58p (9.667")	5 col. - 57p4 (9.556")
6 col. - 68p3 (11.375")	6 col. - 69p9 (11.625")	6 col. - 69p (11.5")

7 Column Broadsheets

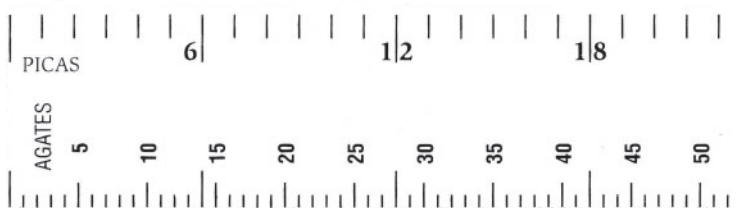
Estevan Mercury	Kindersley Clarion
	West Central Crossroads
Page Depth 294	Page Depth 294
1 col. - 9p6 (1.5")	1 col. - 11p (1.833")
2 col. - 19p (3.25")	2 col. - 23p (3.833")
3 col. - 28p6 (4.875")	3 col. - 35p (5.833")
4 col. - 38p (6.625")	4 col. - 47p (7.833")
5 col. - 47p6 (8.25")	5 col. - 59p (9.833")
6 col. - 57p (10")	6 col. - 71p (11.833")
7 col. - 66p6 (11.5")	7 col. - 83p (13.833")

8 Column Tabloids

Kinistino/Birch Hills Post Gazette
Lloydminster Meridian Booster
Meadow Lake Progress
Melfort Journal
Nipawin Journal
Northeast Sun
Page Depth 176
1 col. - class. only 7p (1.1875")
2 col. - 15p (2.5")
3 col. - 22p6 (3.75")
4 col. - 30p6 (5.083")
5 col. - 38p6 (6.417")
6 col. - 46p (7.667")
7 col. - not available
8 col. - 62p (10.25")

What's an agate?
There are 14 agate lines in an inch.

What's a pica?
There are 6 picas in an inch.



Quick PDF Checklist

- ✓ Fonts are all embedded and the pdf does not contain CID fonts or I have outlined text
- ✓ The pdf was created using Adobe Distiller and NOT direct from layout program
- ✓ Images are no less than 200 dpi for color or grayscale and no less than 600 dpi for Bitmap images
- ✓ OPI Links are turned off
- ✓ It's a black and white ad there is NO colour of ANY kind appearing
- ✓ It's a colour ad utilizing CMYK only and contains NO RGB or Lab Colour
- ✓ There are no security settings

Fonts

All fonts must be embedded. We prefer that you turn subsetting off. Try to use only Type 1 Postscript fonts instead of TrueType fonts. Please ensure your pdf DOES NOT include Multiple Master or CID fonts.

Image Resolution

Distiller should be set for Bicubic Downsampling to 200 dpi for Color and Grayscale Bitmap Images, and 600 dpi for Monochrome Bitmap images.

Image Compression

Grayscale and colour images should be compressed using ZIP compression and a quality setting of 8-Bit. Please don't set image compression to JPEG or AUTOMATIC. Black and white line art images should be compressed using ZIP or CCIT Group 4 compression.

Colour Settings

Colour settings should be set to "Leave Color Unchanged." Overprint settings should be "Preserved", but turn off Undercolor Removal, Transfer Functions and Halftone Information.

Process Colour Ads

You should provide both a composite (CMYK) version and a 4-page pre-separated version. If you are providing only one, we need the composite.

Proof Your PDF

Please print and review a copy of the finished PDF file before submitting it. Check particularly to ensure that fonts are embedding properly. Ensure the file was created using Adobe Distiller.

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Please do not use colour of any kind in a black and white ad. Don't assume that newspapers will print your ad in grayscale to remove colour. Your ad may appear on a page that is being colour separated.

Spot Colour Ads

You should provide a composite version in CMYK, a process (4-page) pre-separated version, and a spot (2-page) pre-separated version.

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In Distiller's Advanced settings, turn on "Preserve Level 2 Copypage Semantics." Preserve OPI Information MUST be turned OFF.

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File Compression

PDF files, by definition, are compressed. However, it is a good idea to archive prior to transmission using Stuffit (Macintosh) or ZIP (Windows) to avoid corruption during transmission.

Questions?

If you have any further questions or require more information please do not hesitate to contact our Display Department at 306-382-9683 ext. 307 or email: displayads@swana.com

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SWNA Blanket Classifieds
Volume 14 Number 10 September 7, 2006
www.swna.com

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Blanket Classifieds is the largest and most comprehensive classified advertising service in Saskatchewan. We offer a wide range of advertising options to suit your needs and budget. Contact us today for more information.

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We are currently seeking qualified individuals for various positions. If you are interested, please send your resume to: [Contact Information]

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We offer a range of rental services, including office space and equipment. Contact us for more information.

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We provide legal services and information. Contact us for more details.

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We feature community news and events. Contact us for more information.

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We offer a wide range of classified advertising options. Contact us for more information.

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Ratey's Company is seeking a Shop Supervisor for the Regina area. The successful candidate will be responsible for the day-to-day operations of the store, including inventory management, customer service, and staff supervision. A degree in Business Administration or a related field is required. For more information, please contact: [Contact Information]

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SASKATCHEWAN
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swna