

looking for solutions?



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	Wed.	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")

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Cut Knife Highway 40 Courier	220
Davidson Leader.....	220
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5 Column Tabloids

l'Eau vive

Page Depth 216

1 col. - 11p	(1.889")
2 col. - 23p6	(3.917")
3 col. - 35p6	(5.933")
4 col. - 47p9	(7.972")
5 col. - 60p	(10")

Saskatchewan Senior

Page Depth 203

1 col. - 11p5	(1.903")
2 col. - 23p9	(3.958")
3 col. - 36p2	(6.014")
4 col. - 48p5	(8.069")
5 col. - 50p9	(10.125")

6 Column Broadsheets

Rosetown Eagle

Page Depth 294

1 col. - 10p	(1.583")
2 col. - 21p9	(3.625")
3 col. - 33p	(5.5")
4 col. - 45p	(7.5")
5 col. - 56p3	(9.375")
6 col. - 68p3	(11.375")

Weyburn Review

Page Depth 294

1 col. - 11p	(1.833")
2 col. - 22p9	(3.792")
3 col. - 34p6	(5.75")
4 col. - 46p3	(7.708")
5 col. - 58p	(9.667")
6 col. - 69p9	(11.625")

Yorkton This Week

Page Depth 301

1 col. - 10p8	(1.778")
2 col. - 22p4	(3.722")
3 col. - 34p	(5.667")
4 col. - 45p8	(7.611")
5 col. - 57p4	(9.556")
6 col. - 69p	(11.5")

7 Column Broadsheets

Estevan Mercury

Page Depth 294

1 col. - 9p6	(1.5")
2 col. - 19p	(3.25")
3 col. - 28p6	(4.875")
4 col. - 38p	(6.625")
5 col. - 47p6	(8.25")
6 col. - 57p	(10")
7 col. - 66p6	(11.5")

Kindersley Clarion

West Central Crossroads

Page Depth 294

1 col. - 11p	(1.833")
2 col. - 23p	(3.833")
3 col. - 35p	(5.833")
4 col. - 47p	(7.833")
5 col. - 59p	(9.833")
6 col. - 71p	(11.833")
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

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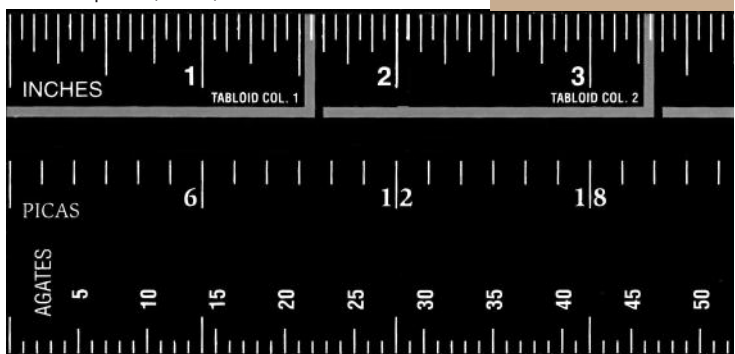
1 col. - class. only 7p	(1.1875")
2 col. - 15p	(2.5")
3 col. - 22p6	(3.75")
4 col. - 30p6	(5.083")
5 col. - 38p6	(6.417")
6 col. - 46p	(7.667")
7 col. - not available	
8 col. - 62p	(10.25")

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.

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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.

Black & White Ads

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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

