



adcanada  
MEDIA INC.

• Print • Online • Planning Support • Campaign Execution • Research

# Media Kit

[www.communitymediacanada.com](http://www.communitymediacanada.com) • [www.adcanadamedia.ca](http://www.adcanadamedia.ca)

#supportlocalmedia  
#supportlocalbusinesses





## Message from the Advertising Director/CEO

The COVID-19 pandemic made it abundantly clear that the media choices advertisers make to reach their audiences matter. People have become, regardless of geography, much more careful now about their sources and trustworthy, reliable, and local has replaced fashionable, rapid and unchecked. In rural markets, this has long been the case. Indeed, long before the pandemic, media channels in rural markets have been populated and used by those who understand the importance of engaged local contact versus fleeting relationships with audiences. This relationship is now stronger than ever.



The pandemic also cemented for many Canadians the importance of supporting the locally owned businesses that simultaneously support them.

Local businesses (including local media) invested in their communities continue to be viewed as critical to a local quality of life. Not only is this positive for the long-term overall health of our society, it also presents an opportunity for advertisers to align themselves to the growing 'support local' movement.

The results of the most recent Totum Research study on media access, usage and engagement in rural communities indicated that people were more likely to support advertisers seen to be supporting their community by advertising in the local newspaper. Evidence suggests that the readers of local community newspapers are savvy enough to understand the impact of advertisers' investments in locally-owned or Canadian-owned media versus those made with major, foreign-owned corporations without a stake in the community.

Rural communities are desirable markets critical to the success of many media plans. There is a uniquely traditional lifestyle. Despite currently popular media trends better suited to urban audiences, the best way to reach them is also rather traditional.

Let AdCanada Media help you connect with audiences in communities across the country through their local newspaper.

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## Access to 900 titles:

### Jump to...

» British Columbia	110
» Alberta	162
» Saskatchewan	75
» Manitoba	49
» Ontario	261
» Quebec	131
» Atlantic Canada	87
» Yukon/Northwest Territories/Nunavut	12

## Who is AdCanada?

An accredited media agency focused on helping advertisers take full advantage of the extensive and loyal audiences garnered by the community print industry.

AdCanada Media is not simply a traditional rep house, we eliminate barriers and simplify processes no matter where in Canada your target audience resides.

You have a targeted message – we'll help you find and connect with your audience anywhere in North America.

## The AdCanada Media Advantage

Our strategic partnerships in all corners of the country and across all forms of media give us the unique ability to help you streamline your advertising planning and buying process. Our sustained investments in tools and research allow us to support print-first recommendations with data-driven precision.

Whether you want to place a campaign in one community, or many; in print or online; display or career ads, we can do it all with one call.

**Smaller Communities + Traditional Media  
= Proven Partnerships, Effective Advertising**

## The AdCanada Media Equation.





**Print is a part of your media solution BUT planning a print campaign can prove daunting with **hundreds of options** to choose from and unique market characteristics to be addressed with each of them. Our primary focus is to help planners **build** and **execute** media campaigns that **reach audiences effectively.****

# AdCanada Media Services

## Media Planning

AdCanada delivers comprehensive planning services simplifying access to community print opportunities right across the country. Market analysis by demographic, custom mapping and more. All titles with one contact.

## Placement Services

Our goal is to simplify the buying process for advertisers and their agencies by providing one-stop access to newspapers across Canada and the U.S. Having developed strategic partnerships with publishers across North America, our database currently includes comprehensive information on over 600 publications, including dailies, weeklies, corporate, independent, and ethnic.

## Research and Data

Providing access to current and credible research to inform the planning process and support recommendations is one of the core services offered by AdCanada Media. We work with recognized third-party suppliers to guarantee both the validity and stability of our research and analytics.

Media planners can rely on AdCanada to provide the most unbiased and consistent information to help quantify and prioritize community markets.

## Creative Services

Creative development can take a big bite out of the media budget, potentially crippling reach or frequency of the buy itself. AdCanada offers creative services at rates that will help to maximize any campaign and ensure that the budget is focused on reaching the audience.

## Printing Services

Need help getting a flyer produced? AdCanada's network of print suppliers can help get your job turned around quickly and get it shipped to where it needs to be on time and on budget.



# Do You Fit AdCanada's Client Profile?

## Advertisers



A company or organization with ties to one or more local communities where a product/service can be offered, local stores or sales agents supported, stakeholders conferred with, or public opinion influenced.

- › Effectively promote the products or services available in each locality.
- › Portray the organization as aligned with the local community.
- › Drive traffic to stores or other contact points.

## Goals and Objectives

## Ad Agencies



- › Marketing experts who assist client organizations in developing and executing their promotional messages.

- › Devise a strategy that will achieve the desired results for the client by successfully informing or driving traffic or sales to stores or websites.
- › Measure all aspects of the communications plan for effectiveness against stated targets.
- › Impress the client by demonstrating localized information and insights.

## Pain Points

- › Engaging with multiple newspapers/publishing groups to curate information and evaluate options.
- › Managing the pricing, deadlines, and details for each run of ads.
- › Reconciling invoices and payments to each newspaper or publishing group.

- › The inefficiency and expense of dealing with multiple vendors and navigating their inconsistent formats, terminology, and policies in order to build and execute a campaign over a wide geography.
- › Managing the many mechanical variations is frustrating and costly.
- › Recommending print might be seen as out of fashion by colleagues or supervisors or even head office based clients if they are not aware of rural dynamics.

## Misconceptions

- › Booking rural markets would mean dealing with multiple sales reps.
- › Designing ads to fit each paper seems like a lot of work.
- › Head office bias is not as familiar with rural nuances.

- › That a “one media approach for all market sizes” strategy will serve rural clients as well as urban.
- › The “Print is Dead” fallacy which distorts how media is consumed outside urban markets.
- › Head office bias, if not as familiar with rural nuances, can be exaggerated by urban based agency thinking.

**If you see yourself in either of these client profiles, we can help you too**







## The info you need

### Jump to...

- » **Community Media Planning Portal**
- » **Publication Updates**
- » **iMapper**
- » **Publication Specs**
- » **Common Ad Sizes**

# communitymediacanada.com

AdCanada's online portal to community media planning.

News, ideas, research, data and insights into the publications that serve the communities you need to reach even before accessing the personalized, customized, confidential planning assistance and campaign negotiation AdCanada provides with a single contact.

## Publication Updates

Keep updated on the latest changes to publication dates, specifications and deadlines for smoother planning and execution. Subscribe to receive your updates directly.

## Publication Media Kits

Browse and gather important data and details about each publication and the market(s) it serves.

## Publication Coverage Maps

View the individual coverage footprint of each publication against your campaign goals and objectives.

## Front Page Database

Get to know the publication(s) you are considering by viewing recent front pages.

## iMapper

Identify the communities that are key to the success of your strategy and visualize the cumulative geographic coverage your title selection accomplishes. Access powerful hands-on mapping within the familiar Google mapping environment.

## Campaign Ideas

- › Work with us and our partner publications to find ways to hyper-localize your message. Use the names of communities, or recognizable images to drive the local point of view home.
- › Explore unique and eye-catching creative executions like Flex Form positioning.
- › Take advantage of topical and timely special supplements and features.





### In-Paper Supplements & Features


Curated opportunities to aim your message as part of a focused or themed supplement or feature.

» More 



### Packages and Networks


Extend your budget with regional or provincial package pricing.

» More 



### Branded Content

Your ad AND your article in combination. The full strength of newspapers to attract and influence the readers you need.


» More 

# AdCanada Media Products



### Flex Form Executions

Get more than your share of the attention on a page with unique eye-catching ad shapes and placements.

» More 



### Vertical Publications

Community directories, tourist guides, lifestyle magazines. These provide residents with valuable resources or capture an aspect of local life. Annual, quarterly, monthly.



### Online Advertising

Augment your print reach with digital companion programs where offered by newspaper websites and/or networks.



### Pre-Printed Inserts

Reach the households you need to reach by inserting your pre-printed promotional piece right into the newspaper that is welcomed into resident's homes weekly.




### Custom Newspaper Design

Speak directly to the people of your target communities. Customize the words and images for each community in ways that will give your message the most local impact.



### Online Planning Portal

www.communitymediacanada.com is your source for planning data, research and ideas that will work in rural markets.

» More 





**Content** is what makes the local newspaper such a **valuable voice** in the community. **Exclusively focused** on the communities it serves, local newspapers remain **an integral part** of the lives of all who depend on it for the information that directly affects them and their community. It is a **unique media relationship**.

# Why Newspapers?

## Traditional Communities

Canada is a landscape of rural communities where most interactions occur face-to-face, not online. Unlike fast-paced cities where pizza, or a ride can be ordered and pre-paid online, your purchasing experience in rural Canada is likely to be totally different.

In Canada's towns and small cities, mom and pop outlets abound and using your phone to call an Uber is something you only see in movies, which you may still rent from the video store on main street! As for the pizza, it's probably homemade, or one you will have to pick up down the street or, more likely, down the highway.

## Brand Recognition and Trust

Local newspapers are not only community staples, with many having published for decades, they are a source of identity and pride for the residents of the community. Newspaper publishers themselves are community influencers and often serve as councilors, reeves, mayors, and chamber of commerce presidents. Having your picture or name printed in the local newspaper is an occasion to add to the scrapbook. While overall trust in media has declined in recent years, it remains high amongst readers of local newspaper, and at levels that are virtually identical to those pre-dating the internet.

Advertisers can leverage the brand recognition and trust of the local newspaper by being seen by readers to be in alignment with its values and shared passion for the community. In other words, the advertiser becomes part of the community when it's appearing alongside the stories and photos of the local music festival or community fair. By comparison, ad effectiveness plummets when they are served to web pages without local relevance.

## Supporting Companies That Support Local

Results of an independent 2021 study show that the readers of local newspapers connect the sustainability of their newspaper to the revenues it derives from advertising. Directly due to that relationship, 34% of respondents to that study: How Geography Impacts Media Accessibility, Usage and Consumption said it was Very Important to buy from companies that advertise in the local newspaper while nearly half of respondents (48.1%) said that they would be more likely to buy from companies that advertise in the local newspaper in the future.







# Urban vs Rural

## Clearly there's a difference...

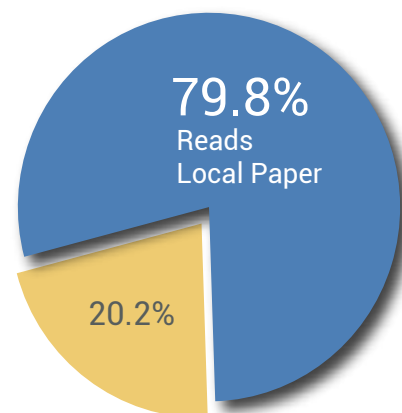
The media habits of rural Canadians have long been under-studied. The habits of urban Canadians have been generally accepted to apply uniformly regardless of community size, despite ample anecdotal evidence to suggest that urban and rural media consumption patterns can differ markedly.

The result has too often been the implementation of a communication strategy deployed universally across all community sizes and types as dictated by the personal experiences of the marketer. In other words, the marketer is often forced to cast their own habits upon the broader population in the hopes that they mirror each other.

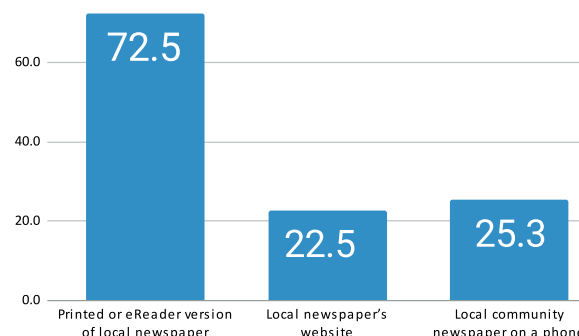
This has led to less than desired results!

AdCanada Media Inc. through its dedicated research arm, AdWest Marketing Inc., has made significant investments in independent research with the goal of providing PR executives, advertisers and media professionals with quantifiable data to evaluate how the size and location of the community that an individual calls home, can ultimately impact media choices.

Nearly 80% of respondents in population groups 10k-50k read the PRINTED version or online e-Reader version of the printed newspaper.



Nearly three quarters of respondents in population groups under 100k engage with the PRINTED version or online e-Reader version of the printed newspaper.



How Geography Impacts Media Access, Usage and Engagement: July/August 2021  
 Totum Research: Interview timing July/August 2021.  
 Random sample adults 18+ using Computer Assisted Telephone Interview (CATI) method with a margin of error of +/- 3.1% at 95% confidence level with 1005 interviews



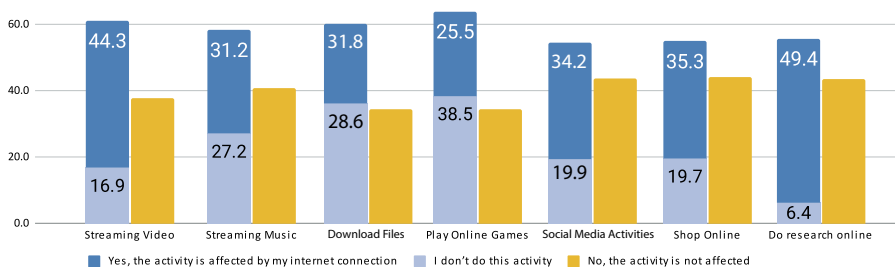


# Urban vs Rural

## ...and that difference is a game changer for your media plan

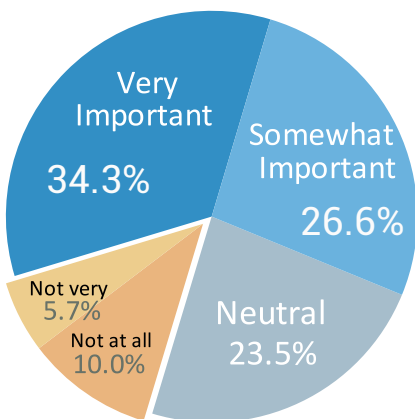
The issue of internet connectivity is very real in rural communities of under 100k population, with virtually every activity affected.

Does your internet connection type at home affect how, or if, you use the internet for the following:

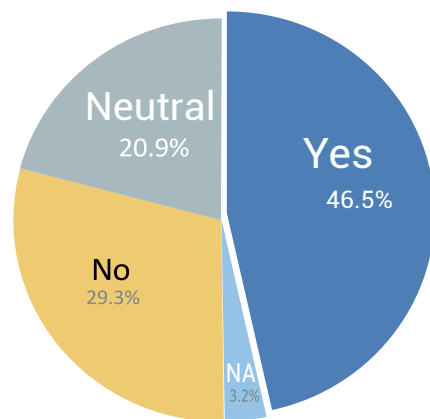


Readers of local community newspapers in population groups under 100k are more likely to support and buy products from companies that advertise in the local newspaper.

How important is it to buy from companies that advertise in the local newspaper?



Will you be more likely to buy from companies that advertise in your local newspaper?



How Geography Impacts Media Access, Usage and Engagement: July/August 2021  
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 Random sample adults 18+ using Computer Assisted Telephone Interview (CATI) method with a margin of error of +/- 3.1% at 95% confidence level with 1005 interviews



# In their own words

The media landscape is not confusing at the local level.



## Community Voice from Roblin

“You can always depend on [the newspaper] being in the mailbox. It sits on the coffee table and you always know where it is. You know the layout of your local paper and it doesn’t take long to find what you’re looking for. Internet, Facebook etc are great sources of information but sometimes you can spend a lot of time searching for what you want, get lost and never find the info you want.”

-Karen Goraluk, Roblin Review Reader



## Community Voice from Dauphin

“Even in the world of social media, the community newspaper presents a fair and balanced story of local significance. Blogs and other social media stories are very one-sided, while community newspapers just lay out the facts.”

-Greg Chrisp, Dauphin Herald Reader



## Community Voice from Swan Valley

“My paper absolutely connects me. They’re our main source of information. We’re not a big community so everyone in town looks forward to getting their copy of the Star & Times each week. It’s actual news and sports from our community.”

-Denise Ashcroft, Star & Times Reader



## Community Voice from The Pas

“Our local paper is the only media outlet that actually reports on what is going on [in our community]. Big city papers are just that, big city. Our paper is in touch with our community.”

-Jodie Kuhl, The Pas





**We would love to help you achieve  
your advertising goals.**

By connecting with AdCanada Media you take a vital step toward truly connecting with your audience across Canada.

Contact us to learn how to reach these important communities.

**1.877.701.4704**  
or **info@adcanadamedia.ca**



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