



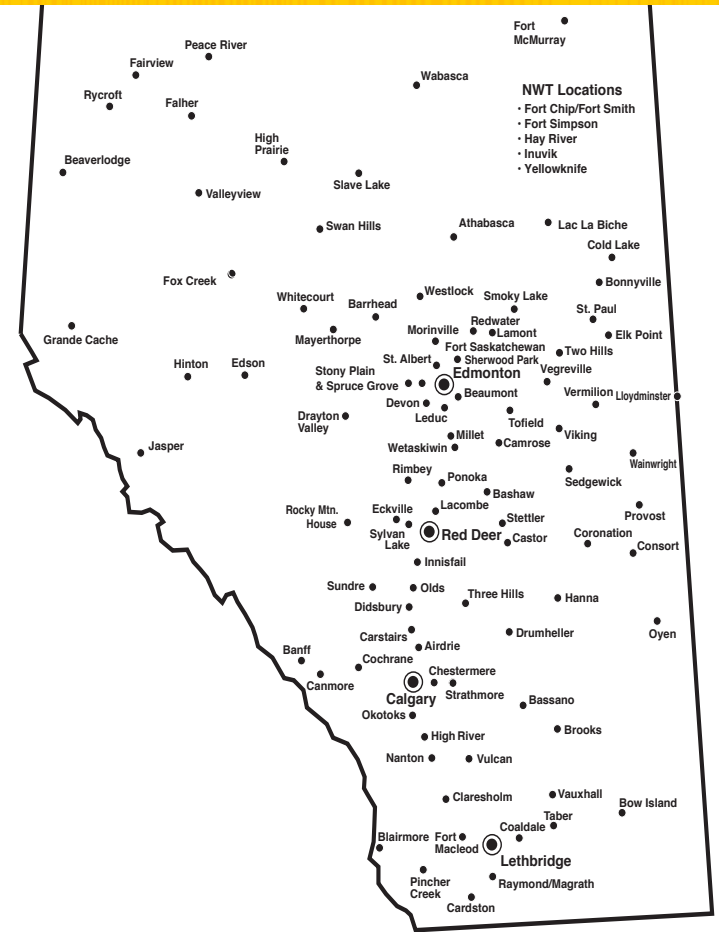
Value Ad Network

AWNA's Value Ad Network gives your small-space campaign access to remnant space in member newspapers at cut-rate prices. The affordable power of small-space exposure to highly responsive community news readers right across the province!

Community newspapers enjoy a truly special relationship with the markets they serve. Even today with so many channels and so much INFORMATION, community newspapers remain one trusted source for what is truly relevant in the lives of community residents. Your message can be part of it.

Place your **Value Ad** (business card sized) in **over 110** member newspapers province wide with a combined circulation of **over 800,000** for only...

\$995 plus GST/HST



Squeeze the MOST out of your advertising dollars

the **most** readers • the **most** reach • the **most** value

- CPM (cost to reach 1,000 people) of \$1.24, compared to the national average to reach people through advertising of \$4.02
- Compare at \$500 less for a similar sized ad, similar circulation, run once in a popular Alberta daily newspaper
- The least expensive form of display advertising, a flat rate based on a multiple newspapers for a small-space campaign.

To order your **Value Ad** simply call the **Alberta Weekly Newspapers Association** **780-434-8746** x228 (toll free **1-800-282-6903** x228) email **andrea@awna.com** or stop by your community newspaper

The Value Ad Network is the perfect vehicle for advertisers from A to Z.

Auctioneers
Business Opportunities
Computer Training
Dinner Theatre
Employment Advertising
Farm Machinery
Golf Courses
Hearing Aids
Insurance Brokers
Jacuzzis
Kitchen Cabinet Makers
Livestock For Sale
Manufactured Homes
Nurseries
Oil Related Services
Package Tours
Quads & RVs
Realtors
Schools and Educational
Transport Companies
Upholsterers
Vacuum Equipment
Water Well Drilling
Xtreme Sports Gear
Yard and Garden Supply
Zoos

the most readers
the most reach
the most value



Looking for something more than a classified ad?

You've found it with the Alberta Weekly Newspapers Association Value Ad Network

Why would I want to?

The Value Ad Network is the least expensive form of display advertising.

What is the size of the ad?

Your ad will appear in community newspapers as a standard business card size. If you are designing your own material, you will need to send us two pieces. **3" wide x 2" deep** and **3.75" wide x 2" deep**. All our papers will be able to work with one of those two sizes.

Will the AWNA design my ad?

Yes, as part of the service we will help create your advertising.

When will my ad run?

Ads run one time in each publication throughout the week you have ordered.

Where will my ad run?

As you are essentially purchasing heavily discounted space at a fraction of the regular rate, the newspaper will determine where your ad appears, and as such, position requests cannot be accommodated with this program.

Why is payment in advance required?

To maintain low costs of the Value Ad Network, credit terms are not available. Payment with order is required.

When does my ad need to be booked?

Your ad will need to be booked by Wednesday at noon for the following week.

Do I get tearsheets?

To keep your costs down we need to keep our costs down. Tearsheets are not provided for this program.



Alberta
Weekly Newspapers
Association

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Squeeze
the **MOST**
out of your
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dollars



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