



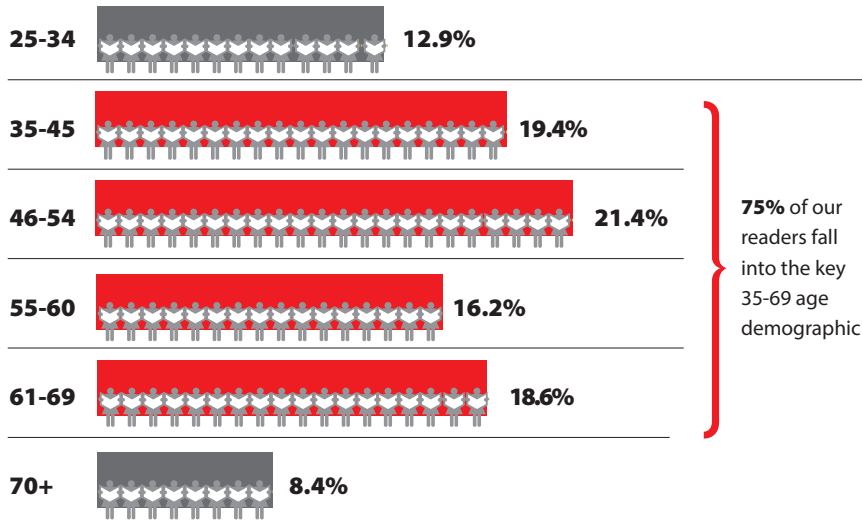
# Black Press Flyers

## 2022 Media Kit

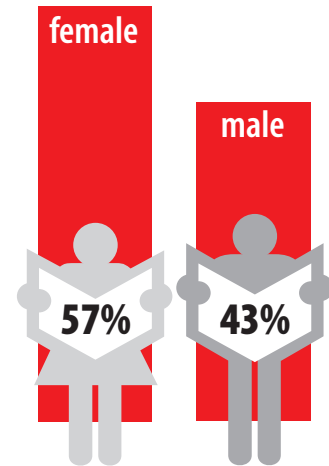
January 2022 - V-1

# Black Press: Deeply connected. You can be too.

Black Press newspaper readers by age:



% of our readers by gender:



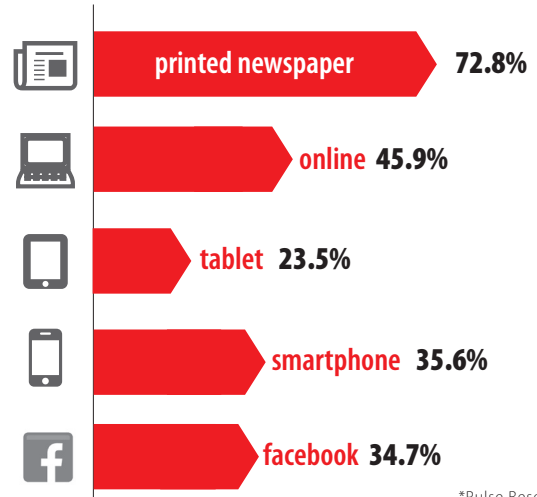
How often do you read flyers?

- 85%** Still read and want their flyers
- 52%** Always read flyers
- 19%** Read flyers most of the time
- 14%** Read flyers some of the time
- 15%** Never read flyers

Which of the following publication have you read in the past month?

- 70.1%** Local community newspaper
- 56.2%** Local daily newspaper
- 8.2%** Business publications

How do you generally read the newspaper?



\*Pulse Research 2019

# Customized solutions

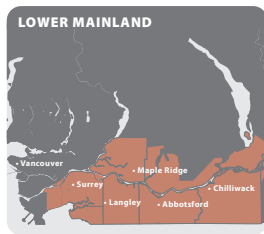
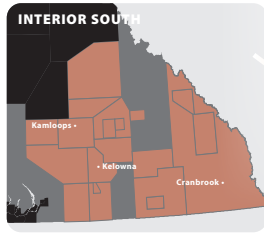
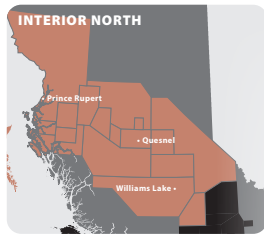
Black Press provides customized marketing and advertising solutions to support our advertisers' specific objectives. From partnering together in innovative ways to create the right advertising vehicle for your message, to creating customized, cross platform packages that leverage our deep connection with BC communities. Our media solutions enable advertisers to reach the right audience in the right environment. Our team is dedicated to optimal customer service, enviable response times and knowledgeable problem-solving. We help businesses of all genres and of any size, achieve their marketing goals with unique and innovative solutions.

Advertising and marketing solutions include:

- **Award-winning editorial environment**
- **Newsprint Advertising**
- **High Impact print advertising**
- **Precise flyer distribution and mapping**
- **Outsert/Tandem distribution**
- **Door Hangers**
- **Exclusive sampling programs**
- **Lifestyle and tourism magazines**
- **Special section opportunities**
- **Digital Display**
- **Sponsored Content (online & print)**
- **Integration with our rich media features, pre-roll, video and online technology**
- **Social Media**
- **Mobile Footer & Interstitial**
- **Programmatic**
- **Contesting**
- **Email blasts**
- **Event sponsorships and community connection**
- **Custom research**
- **Mobile advertising**
- **Ethnic advertising**
- **Career advertising platforms - Localwork.ca**
- **High volume classified listings**
- **Today's Drive**
- **Today's Home**
- **WestCoast Traveller**
- **Canadian Evergreen - Cannabis site**
- **Commercial Printing**
- **And the list continues to grow...**

Count on Black Press to be there to meet your needs.

# Reaching BC and Alberta community by community



## Vancouver Island

Alberni Valley News  
Campbell River Mirror  
Chemainus Valley Courier  
Comox Valley Record  
Cowichan Valley Citizen (Duncan)  
Goldstream News Gazette  
Gulf Islands Driftwood  
Ladysmith Chronicle  
Lake Cowichan Gazette  
North Island Gazette  
Monday Magazine  
Nanaimo News Bulletin  
Oak Bay News  
Parksville Qualicum News  
Peninsula News Review  
Saanchi News  
Sooke News Mirror  
Tofino/Ucluelet Westerly News  
Victoria News

## Lower Mainland

Abbotsford News  
Agassiz-Harrison Observer  
Aldergrove Star  
Chilliwack Progress  
Cloverdale Reporter  
Hope Standard  
Langley Advance Times  
Maple Ridge/Pitt Meadows News  
Mission City Record  
Peace Arch News (White Rock)  
Punjab Link  
Surrey Now Leader

## Yukon

Yukon News

## BC Interior - NORTH

100 Mile House Free Press  
Bella Coola Coast Mountain News  
Burns Lake District News  
Fort Nelson News  
Fort St. James Caledonia Courier  
Haida Gwaii Observer - Digital Only  
Houston Today  
Kitimat Northern Sentinel  
Prince Rupert Northern View  
Quesnel Cariboo Observer  
Smithers Interior News  
Terrace Standard  
Vanderhoof Omica Express  
Stuart/Nechako Advertiser  
Williams Lake Tribune

## BC Interior - SOUTH

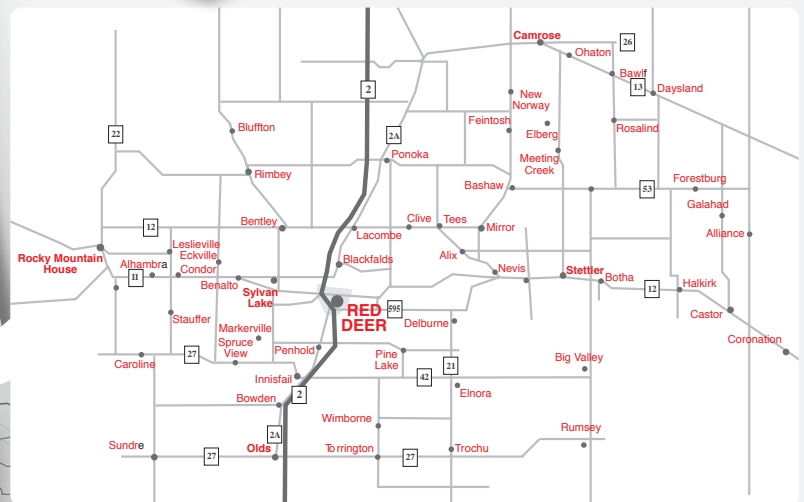
Ashcroft Cache Creek Journal  
Barriere N. Thompson Star Journal  
Castlegar News  
Clearwater N. Thompson Times  
Columbia Valley Pioneer  
Cranbrook Townsman  
Creston Valley Advance  
Fernie Free Press  
Golden Star  
Grand Forks Gazette  
Greenwood Boundary Creek Times  
Kelowna Capital News  
Keremeos Review  
Kimberley Bulletin  
Kootenay News Advertiser  
Lakeshore Shuswap Market News  
Nakusp Arrow Lakes News  
Nelson Star  
Peachland View  
Penticton Western News  
Princeton Similkameen Spotlight  
Revelstoke Times Review  
Rocky Mountain Goat (Valemount)  
Rossland News  
Salmon Arm Observer  
Sicamous Eagle Valley News  
Summerland Review  
Times Chronicle (Oliver & Osoyoos)  
Trail Daily Times  
Vernon Morning Star  
West Kelowna News  
West Kootenay Advertiser  
Winfield Lake Country Calendar



## CENTRAL ALBERTA

Bashaw Star  
Castor Advance  
Central Alberta Life  
Eckville Echo - Digital Only  
Lacombe Express  
Pipestone Flyer  
Ponoka News  
Red Deer Advocate  
Rimbey Review  
Stettler Independent  
Sylvan Lake News

Farmer Stockman Ad-visor  
(Alberta South)  
Farmer Stockman Ag-visor  
(Alberta North)  
Saskatchewan Farm Life  
Manitoba Farm Life



# Black Press 2022 flyer distribution rates

## BC Major Markets - Zone/FSA delivery rates\*

2022 Rate Card Version #1

Publication	Distribution Days	Rate
<b>BC Lower Mainland</b>		
Abbotsford News	Thurs	\$ 46.00
Agassiz Harrison Observer	Thurs	\$ 46.00
Aldergrove Star	Thurs	\$ 46.00
Chilliwack Progress	Thurs	\$ 46.00
Cloverdale Reporter	Thurs	\$ 46.00
Hope Standard	Thurs	\$ 46.00
Langley Advance Times	Thurs	\$ 46.00
Maple Ridge / Pitt Meadows News	Thurs	\$ 46.00
Mission City Record	Thurs	\$ 46.00
North Delta Reporter	Thurs	\$ 46.00
Peace Arch News (White Rock)	Thurs	\$ 46.00
Surrey Now Leader	Thurs	\$ 46.00
*these rates do not apply to route level distribution		
<b>BC Vancouver Island</b>		
Alberni Valley News	Wed	\$ 46.00
Campbell River Mirror	Wed	\$ 46.00
Chemainus Valley Courier	Thurs	\$ 46.00
Comox Valley Record	Wed	\$ 46.00
Cowichan Valley Citizen (Duncan)	Thurs	\$ 46.00
Ladysmith Chronicle	Thurs	\$ 46.00
Lake Cowichan Gazette	Thurs	\$ 46.00
Nanaimo News Bulletin	Wed	\$ 46.00
North Island Gazette	Wed	\$ 46.00
Parksville Qualicum News	Wed	\$ 46.00
Goldstream News Gazette	Wed	\$ 46.00
Oak Bay News	Thurs	\$ 46.00
Peninsula News Review	Thurs	\$ 46.00
Saanich News	Wed	\$ 46.00
Sooke News Mirror	Thurs	\$ 46.00
Victoria News	Thurs	\$ 46.00
<b>BC Interior South</b>		
Cranbrook Townsman	Tues	\$ 46.00
Kelowna Capital News	Thurs	\$ 46.00
Kimberley Bulletin	Tues	\$ 46.00
Kootenay News Advertiser	Thurs	\$ 46.00
Lakeshore Shuswap Market News	Fri	\$ 46.00
Penticton Western News	Wed	\$ 46.00
Vernon Morning Star	Thurs	\$ 46.00
West Kelowna News	Wed	\$ 46.00

### Annual Volume Discounts:

Lower Mainland,  
Vancouver Island  
& Interior South

Major Markets	rate
50,000 or less	\$ 46.00
50,000 to 500,000	\$ 44.00
500,000 to 3 million	\$ 42.00
3 million to 5 million	\$ 40.00
5 million to 10 million	\$ 34.00
10 million Plus	\$ 32.00

# Black Press 2022 flyer distribution rates

## BC Secondary Markets - Zone/FSA delivery rates

2022 Rate Card Version #1

Publication	Distribution Days	Rate
<b>BC Interior South</b>		
Ashcroft Cache Creek Journal	Thurs	\$76.00
Barriere North Thompson Journal	Thurs	\$76.00
Castlegar News	Thurs	\$76.00
Clearwater North Thompson Times	Thurs	\$76.00
Creston Valley Advance	Thurs	\$76.00
Fernie Free Press	Thurs	\$76.00
Grand Forks West Kootenay Advertiser	Thurs	\$76.00
Nelson Star	Thurs	\$76.00
Princeton Similkameen Spotlight	Thurs	\$76.00
Revelstoke Times Review	Wed	\$76.00
Rossland News	Thurs	\$76.00
Trail Times / Trail West Kootenay Advertiser	Thurs	\$76.00
Winfield Lake Country Calendar	Thurs	\$76.00
<b>BC Interior North &amp; Yukon</b>		
100 Mile House Free Press	Thurs	\$76.00
Kitimat Northern Sentinel	Thurs	\$76.00
Prince Rupert Northern View	Thurs	\$76.00
Quesnel Cariboo Observer	Wed	\$76.00
Terrace Standard	Thurs	\$76.00
Stuart Nechako Advertiser	Wed	\$76.00
Williams Lake Tribune	Wed	\$76.00
Yukon News	Wed / Fri	\$110.00
<b>BC Van Island</b>		
Ucluelet / Tofino Westly News	Wed	\$76.00

### Annual Volume Discounts:

Interior South  
Interior North

Secondary Markets	rate
50,000 or less	\$ 76.00
50,000 to 500,000	\$ 73.00
500,000 to 3 million	\$ 69.00
3 million to 5 million	\$ 67.00
5 million to 10 million	\$ 63.00
10 million to 15 million	\$ 59.00
15 million plus	\$ 56.00

## BC Canada Post Markets - Zone/FSA delivery rates

Publication	Distribution Days	Rate
<b>BC Interior North &amp; South</b>		
Greenwood Boundary Creek Times	Thurs	\$80.00
Golden Star	Thurs	\$80.00
Keremeos Review	Thurs	\$80.00
Summerland Review	Thurs	\$80.00
Burns Lake District News	Wed	\$80.00
Fort St. James Caledonia Courier	Wed	\$80.00
Houston Today	Wed	\$80.00
Smithers Interior News	Wed	\$80.00
Vanderhoof Omenica Express	Wed	\$80.00

# Black Press 2022 flyer distribution rates

## Alberta & Independent Markets - Zone/FSA delivery rates

2022 Rate Card Version #1

### Alberta Publications

Publication	Distribution Days	Rate
<b>Carrier Markets</b>		
<b>Central Alberta Life</b> (carrier portion)	Thurs	\$58.00
<b>Lacombe Express</b>	Thurs	\$58.00
<b>Red Deer Advocate</b>	Thurs	\$58.00
<b>Stettler Independent</b> (carrier portion)	Thurs	\$58.00
<b>Sylvan Lake News</b> (carrier portion)	Thurs	\$58.00
<b>Canada Post Markets</b> (base rate up to 50 grams)		
<b>Bashaw Star</b>	Wed	\$95.00
<b>Castor Advance</b>	Thurs	\$95.00
<b>Central Alberta Life</b> (mail portion)	Thurs	\$95.00
<b>Ponoka News</b>	Wed	\$95.00
<b>Pipestone Flyer</b> (Westaskiwin)	Thurs	\$95.00
<b>Rimbey Review</b>	Tues	\$95.00
<b>Stettler Independent</b> (mail portion)	Thurs	\$95.00
<b>Sylvan Lake News</b> (mail portion)	Thurs	\$95.00

#### Annual Volume Discounts:

Carrier distribution	rate
50,000 or less	\$ 58.00
50,000 to 500,000	\$ 55.00
500,000 to 3 million	\$ 52.00
3 million to 5 million	\$ 49.00
5 million to 10 million	\$ 47.00
10 million to 15 million	\$ 45.00
15 million plus	\$ 43.00

#### Mail Weight Surcharges

	rate
Up to 50 grams	\$90.00
51 to 75 grams	\$95.00
76 to 100 grams	\$115.00
101 to 125 grams	\$133.00
Over 126 grams	rate on request


### Independent Publications

<b>Columbia Valley Pioneer</b>	Thurs
<b>Fort Nelson News</b>	Wed
<b>Gulf Islands Driftwood</b>	Wed
<b>Peachland View</b>	Fri
<b>Punjab Link</b>	Sat
<b>Rocky Mountain Goat</b>	Thurs

Contact your  
Black Press  
Account  
Manager for  
Rates

# Insert size, packaging and shipping specifications

**Deadlines** - Please refer to Flyer Shipping Address page as deadlines differ by publication.

**Size Requirements** - for all Black Press publications except the ones listed here 

## Minimum insert size:

- 2 pages up to 48 page insert: minimum size 5" x 7" (folded edge must be along 7" edge)
- 48 pages and over - minimum size 7" x 8"

## Maximum insert size:

- Multiple page inserts: Maximum size 10-1/2" x 12" (spine must be along 12" edge)

## Single sheet flyers:

- Minimum 80# offset stock or 40# bonded stock
- Maximum size 8-1/2" x 11". Anything larger must be folded

## Flyer weights:

- Any flyer less than 13 grams must be folded and meet our minimum size requirements
- Heavier flyers (over 80 grams) and unusual specifications must be approved prior to booking or printing

## Packaging in Cartons

- Single sheet flyers must be packaged in boxes and all facing in the same direction
- Each box must contain the same number of inserts, be clearly labelled identifying its contents, publication for insert, quantity per box, total quantity of shipment, individual box number and total number of boxes.
- Maximum weight per box is 40lbs

## Pallet Specifications

- Pallet Sizes: 40" x 48" / 40" x 45" / 42" x 42" / 36" x 45"
- Pallets must be two way or four way entry with a solid base
- Clearance from floor to boom of pallet base is a minimum of 4-1/2" to a maximum of 7"
- Maximum allowable loaded pallet height is 5 ft. measured from the floor to the pallet top
- Stacked product must never protrude off the side of the pallet
- Maximum allowable weight per loaded pallet is 2,500 lbs

## Loading Pallet

- A protective layer of reinforced cardboard must be placed on the pallet before stacking
- Cardboard sheets (not waxed or coated) must be placed between layers to keep product flat and to stabilize the load
- All inserts must be "brick stacked with interlocking layers"
- Inserts must be properly jogged and stacked in minimum turns of 4" to a maximum of 12". Untied.
- Individual batching or turns must not be tied or banded ***unless absolutely necessary for the stability of the load***
- Inserts with flaps should be turned towards the inside of the load
- Glossy flyers must have a secure cardboard outer skin to prevent skids of breaking open during transit and subsequently redirected back to the printer

## Wrapping and securing:

- The finished pallet must be securely banded and shrink wrapped
- Pallet tops must be reinforced cardboard or sturdy material the same as the bottom protective layer. If using metal banding, the pallet top must be wood
- There must be a minimum of two banks per load
- Banding must be tight without pulling down and bending the top turn or pulling the pallet floor loose
- Plastic stretch wrapping must be a minimum of 0.00085" thick

## Pallet Tag Requirements:

- Each skid must be for only 1 newspaper and 1 insertion date. No bulk shipping.\*
- Each skid must contain at least two skid tags on opposite sides of the skid facing forklift operator
 

• Name of Newspaper	• Number of inserts on the pallet	• Total pallet weight
• Insert Name	• Individual pallet number	• Number of copies in each lift
• Insert date	• Total number of pallets in shipment	• Name and phone number of printer
• Total number of inserts shipped		

## Shipping Pallets:

- Pallets must be loaded on trucks or trailers for ease of unloading
- Pallets must be loaded so that the pallet tag is facing the forklift operator

\*Additional charges will apply for breaking down skids that are bulk shipped.

## SIZE EXCEPTIONS

Canada Post markets that may require 1/4 folding.

Maximum size:

**11" x 11" (along spine)**

- Central Alberta Life
- Wetaskawin Pipestone Flyer

**Please ship bundled or boxed**



# Flyer shipping addresses / instructions

*Effective March 10th, 2021*

**Important information:** All shipping documents or bills of lading should include:

☐ Publication name(s) ☐ Quantity(s) broken down by publication ☐ Name of flyer customer ☐ Insertion date

**Abbotsford News**  
**Agassiz-Harrison Observer**  
**Aldergrove Star**  
**Chilliwack Progress**  
**Cloverdale Reporter**  
**Hope Standard**  
**Langely Advance Times**  
**Maple Ridge News**  
**Mission City Record**  
**North Delta Reporter**  
**Peace Arch News**  
**Surrey Now Leader**

## **Quality Insertions - Burnaby**

c/o Van Press Printers  
 8325 Riverbend Court  
 Burnaby, BC

## **PRODUCTION MANAGER:**

Trevor Mill: 778.728.6958 / cell: 604.309.6780  
 trevor@qualityinsertions.com

## **FLYER COORDINATION:**

Philip Tan - 604.575.5809 / LMinsertions@blackpress.ca

**Receiving deadline noon 3 days prior to distribution date.**

Receiving Hours: Monday, Tuesday, Thursday, Friday 8:00 am to 4:00 pm / closed Wednesday

**Alberni Valley News**  
**Campbell River Mirror**  
**Chemainus Valley Courier**  
**Comox Valley Record**  
**Cowichan Valley Citizen**  
**Goldstream News Gazette**  
**Ladysmith Chronicle**  
**Lake Cowichan Gazette**  
**Nanaimo News Bulletin**  
**North Island Gazette**  
**Oak Bay News**  
**Parksville Qualicum News**  
**Peninsula News Review**  
**Saanich News**  
**Sooke News Mirror**  
**Ucluelet/Tofino Westerly News**  
**Victoria News**

## **Ladysmith Press**

940 Oyster Bay Drive  
 Ladysmith, BC V9G 1A3

## **CONTACTS:**

**Kerri Troy** Administration Manager  
 250-245-0350 / kerri@ladysmithpress.com

**Kathleen Wilson** Flyer Coordinator  
 250-924-6081 / flyers@ladysmithpress.com

**Receiving deadline noon 3 days prior to distribution date.**

Receiving Hours: Monday to Friday 8:00 am to 4:00 pm

# Flyer shipping addresses / instructions

**Important information:** All shipping documents or bills of lading should include:

☐ Publication name(s) ☐ Quantity(s) broken down by publication ☐ Name of flyer customer

**Kelowna Capital News**  
**Keremeos Review**  
**Lake Country Calendar**  
**Lakeshore Shuswap Market News**  
**Penticton Western News**  
**Princeton Similkameen Spotlight**  
**Revelstoke Times Review**  
**Summerland Review**  
**Vernon Morning Star**  
**West Kelowna News**

## **Cariboo Press - Vernon**

4407 - 25th Avenue  
 Vernon, BC V1T 1P5

### **CONTACT:**

**Sharon Bain**  
 250-542-3558 / sharonb@blackpress.ca

**Receiving deadline is Friday prior.**

Receiving Hours: Monday to Friday - 8am to 4pm

**Castlegar News**  
**Columbia Valley Pioneer**  
**Cranbrook Townsman**  
**Creston Valley Advance**  
**Kootenay News Advertiser**  
**Fernie Free Press**  
**Grand Forks West Kootenay Advertiser**  
**Kimberley Bulletin**  
**Nelson Star**  
**Rossland News**  
**Trail Times / West Kootenay Advertiser**

## **Cranbrook Distribution Centre**

822 Cranbrook Street  
 Cranbrook, BC V1C 3R9

### **CONTACT:**

**Jen - Flyer Coordinator**  
 250-426-3701 / distribution@kootenayadvertiser.com

**Receiving deadline 3 days prior to distribution.**

Receiving Hours: Monday: 8am - 3pm / Tuesday - Thursday: noon - 3pm / Friday: Closed

**100 Mile House Free Press**  
**Ashcroft Cache Creek Journal**  
**Barriere N. Thompson Star**  
**Bella Coola Coast Mountain News**  
**Burns Lake District News**  
**Clearwater N. Thompson Times**  
**Fort St. James Caledonia Courier**  
**Houston Today**  
**Kitimat Northern Sentinel**  
**Quesnel Cariboo Observer**  
**Prince Rupert Northern View**  
**Smithers Interior News**  
**Terrace Standard**  
**Vanderhoof Omineca Express**  
**Vanderhoof Stuart Nechako Advertiser**  
**Williams Lake Tribune**

## **Cariboo Press - Williams Lake**

188 North 1st Avenue  
 Williams Lake, BC V2G 1Y8

### **CONTACT:**

**Cathy Meyers** Mailroom Supervisor  
 250-392-2331 / mailroom@wltribune.com

**Receiving deadline prior Friday.**

Receiving Hours: Monday to Friday 8:00 am to 4:00 pm

# Flyer shipping addresses / instructions

**Important information:** All shipping documents or bills of lading should include:

☐ Publication name(s)   ☐ Quantity(s) broken down by publication   ☐ Name of flyer customer

## Golden Star

### 413A North 9th Avenue

Golden, BC V0A 1H0

**Melissa Lavoie** 250-344-5251

**Receiving deadline Friday at noon.**

Receiving Hours: Monday to Friday 9am - 4pm

## Gulf Islands Driftwood

### International Web Express Inc.

Unit #1 - 1455 Brigantine Drive

Coquitlam, BC V3K 7C2

**Neil** - 604-526-8557 ext 107 / neil@intwebexpress.com

**Receiving deadline Friday at noon.**

Receiving Hours: Monday to Friday - 7am to 5pm

## Greenwood Boundary Creek Times

### 7330 - 2nd Street

Grand Forks, BC V0H 1H0

250-442-2191

**Receiving deadline Friday at noon.**

Receiving Hours: Monday to Friday 9am - 4pm

## Yukon News

### 101A Copper Road

Whitehorse, Yukon Y1A 2Z7

**Stephanie Newsome** - Publisher

567-668-6285 ext 203 / stephanien@yukon-news.com

**Receiving deadline noon 3 days prior to insertion.**

Receiving Hours: Tuesday to Thursday 9am-4pm, Friday 8am-3pm.

## Bashaw Star

Castor Advance

Central Alberta Life

Lacombe Express

Ponoka News

Red Deer Advocate SUBS

Red Deer Advocate EMC

Rimbey Review

Stettler Independent

Sylvan Lake News

Wetaskiwin Pipestone Flyer

### Central Web

16940-110 Avenue

Edmonton, AB T5P 1G9

### CONTACTS:

**Brenda Schroh** - Project Coordinator

780-489-6767 / bschroh@centralweb.ca

**Ana Clement** - Flyer Coordinator

403-314-4383 / flyers@reddeeradvocate.com

**Receiving deadline 4 business days prior to insertion.**

Receiving Hours: Mon - Friday 8am to 4pm

Please contact us:

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Vice President of National Sales:

<b>Sue Borthwick</b>	1.604.575.5814
Vice President of National Sales	sueb@blackpress.ca

National Account Managers:

<b>Kristy O'Connor</b>	1.604.994.1040
Director of Advertising	kristy.oconnor@blackpress.ca

<b>Jas Rayat</b>	1.604.994.1026
National Account Manager	jas.rayat@blackpress.ca

<b>Guy Fournier</b>	1.604.575.5806
National Advertising Executive	guy.fournier@blackpress.ca

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Client Services Team:

<b>Janet Fitzgerald</b>	1.604.575.5805
Client Services Team	janet@blackpress.ca

<b>Ranee Pal</b>	1.604.994.1053g
Client Services Team	ranee.pal@blackpress.ca

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GIS

<b>Philip Tan</b>	1.604.575.5809
GIS Analyst	ptan@blackpress.ca

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**Advertising Operations**

Black Press  
210-15288-54a Avenue  
Surrey, BC V3S 6T4

**Toll free phone 1.800.363.2232**