



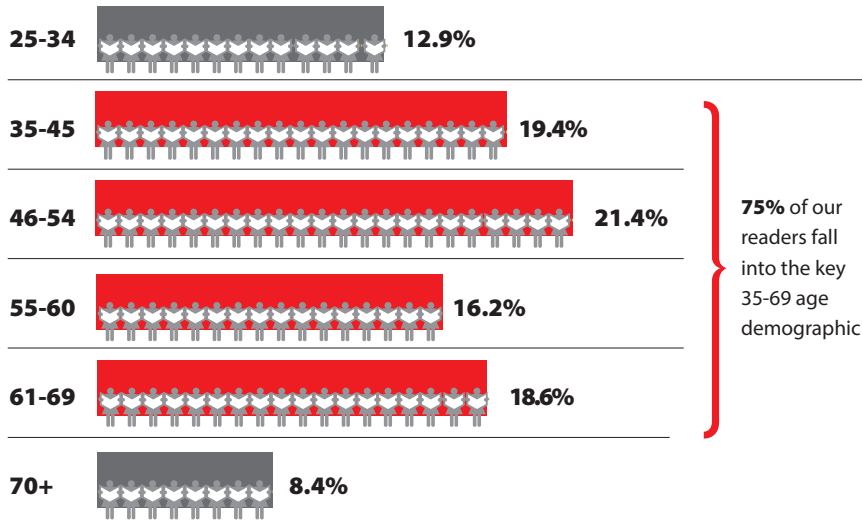
Black Press Flyers

2023 Media Kit

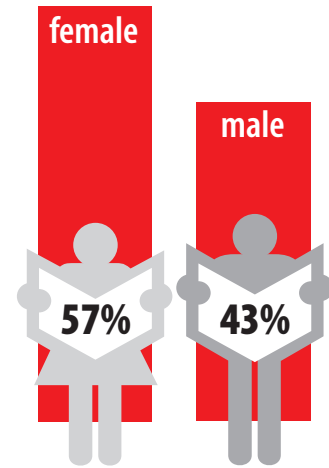
April 2023

Black Press: Deeply connected. You can be too.

Black Press newspaper readers by age:



% of our readers by gender:



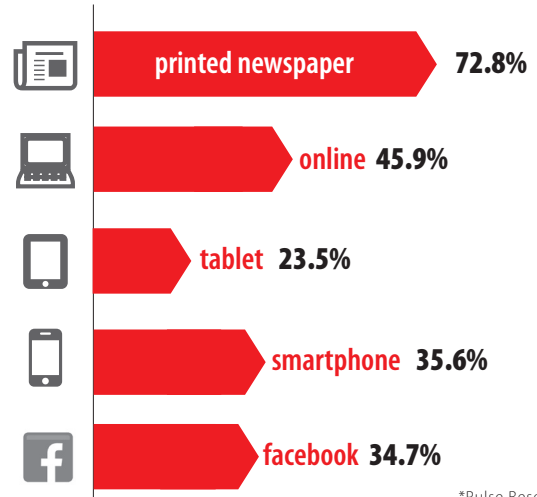
How often do you read flyers?

- 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

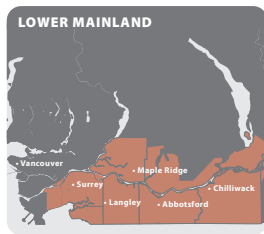
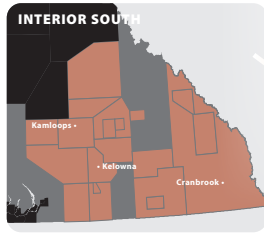
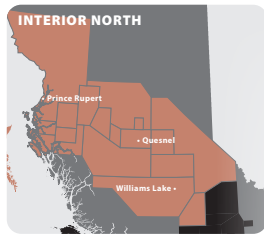
Black Press provides customized marketing and advertising solutions to support our advertisers' specific objectives. From partnering together in innovative ways to create the right advertising vehicle for your message, to creating customized, cross platform packages that leverage our deep connection 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
Saachin 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

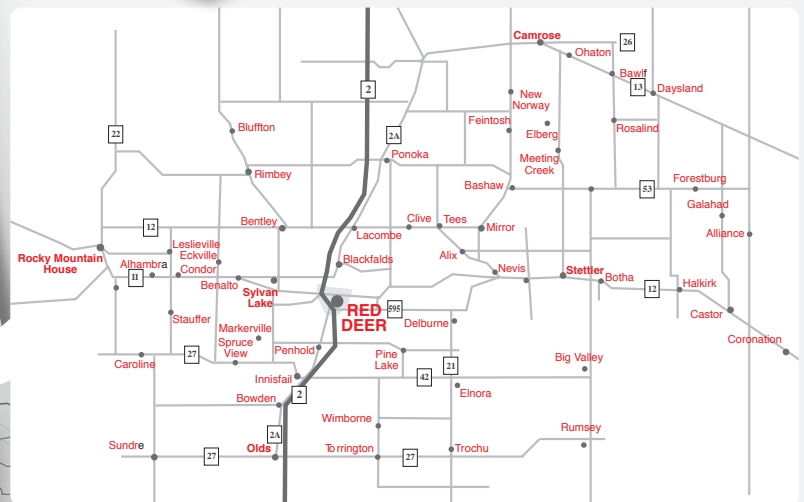
Ashcroft Cache Creek Journal
Barriere N. Thompson Star Journal
Castlegar News
Clearwater N. Thompson Times
Columbia Valley Pioneer
Cranbrook Townsman
Creston Valley Advance
Fernie Free Press
Golden Star
Grand Forks Gazette
Greenwood Boundary Creek Times
Kelowna Capital News
Keremeos Review
Kimberley 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 2023 flyer distribution rates

BC Major Markets - Zone/FSA delivery rates*

2023 Rate Card Version #1

Publication	Distribution Days	Rate
BC Lower Mainland		
Abbotsford News	Thurs	\$ 56.00
Agassiz Harrison Observer	Thurs	\$ 56.00
Aldergrove Star	Thurs	\$ 56.00
Chilliwack Progress	Thurs	\$ 56.00
Cloverdale Reporter	Thurs	\$ 56.00
Hope Standard	Thurs	\$ 56.00
Langley Advance Times	Thurs	\$ 56.00
Maple Ridge / Pitt Meadows News	Thurs	\$ 56.00
Mission City Record	Thurs	\$ 56.00
North Delta Reporter	Thurs	\$ 56.00
Peace Arch News (White Rock)	Thurs	\$ 56.00
Surrey Now Leader	Thurs	\$ 56.00
*these rates do not apply to route level distribution		
BC Vancouver Island		
Alberni Valley News	Wed	\$ 56.00
Campbell River Mirror	Wed	\$ 56.00
Chemainus Valley Courier	Thurs	\$ 56.00
Comox Valley Record	Wed	\$ 56.00
Cowichan Valley Citizen (Duncan)	Thurs	\$ 56.00
Ladysmith Chronicle	Thurs	\$ 56.00
Lake Cowichan Gazette	Thurs	\$ 56.00
Nanaimo News Bulletin	Wed	\$ 56.00
North Island Gazette	Wed	\$ 56.00
Parksville Qualicum News	Wed	\$ 56.00
Goldstream News Gazette	Wed	\$ 56.00
Oak Bay News	Thurs	\$ 56.00
Peninsula News Review	Thurs	\$ 56.00
Saanich News	Wed	\$ 56.00
Sooke News Mirror	Thurs	\$ 56.00
Victoria News	Thurs	\$ 56.00
BC Interior South		
Cranbrook Townsman	Tues	\$ 56.00
Kelowna Capital News	Thurs	\$ 56.00
Kimberley Bulletin	Tues	\$ 56.00
Kootenay News Advertiser	Thurs	\$ 56.00
Lakeshore Shuswap Market News	Fri	\$ 56.00
Penticton Western News	Wed	\$ 56.00
Vernon Morning Star	Thurs	\$ 56.00
West Kelowna News	Wed	\$ 56.00

Annual Volume Discounts:

Lower Mainland,
Vancouver Island
& Interior South

Major Markets	rate
50,000 or less	\$ 56.00
50,000 to 500,000	\$ 53.00
500,000 to 3 million	\$ 49.00
3 million to 5 million	\$ 43.00
5 million to 10 million	\$ 39.00
10 million Plus	\$ 36.00

Black Press 2023 flyer distribution rates

BC Secondary Markets - Zone/FSA delivery rates

2023 Rate Card Version #1

Publication	Distribution Days	Rate
BC Interior South	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
BC Interior North & Yukon	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
BC Van Island	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
BC Interior North & South	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 2023 flyer distribution rates

Alberta & Independent Markets - Zone/FSA delivery rates

2023 Rate Card Version #1

Alberta Publications

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

Columbia Valley Pioneer	Thurs	Contact your Black Press Account Manager for Rates
Fort Nelson News	Wed	
Gulf Islands Driftwood	Wed	
Peachland View	Fri	
Punjab Link	Sat	
Rocky Mountain Goat	Thurs	

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

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 May 16, 2022

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 9:00 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 - Calgary

278 - 19th Street NE

Calgary, AB T2E 8P7

CONTACTS:

Christine Tschabold - ctschaibold@centralweb.ca

O: 780-489-6767-ext 227

C: 780-394-5566

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:

Vice President of National Sales:

Sue Borthwick

Vice President of National Sales

1.604.575.5814

sue.borthwick@blackpress.ca

Client Services:

Janet Fitzgerald

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1.604.575.5805

janet.fitzgerald@blackpress.ca

GIS

Philip Tan

GIS Analyst

1.604.575.5809

philip.tan@blackpress.ca
