



Reach Gabriolans

2500 Sounders distributed every week through independently owned and operated community news. Your customers are Sounder readers.



Ad Rates:

Rate \$11.55 per column inch.

Front page advertising contracts.

Lower price, term contract rates are available.

Website advertising available: \$100/monthly rate on 3 month contract.

Affordable eye catching, cutting edge Ultra-Violet colour. Vibrant colour that will not rub off.

Colour rates based on column inch size.

6 or less: \$6	7-11: \$12	12 -24: \$30	25-47: \$75
48-59: \$125	60-71:\$175	72-96: \$250	

Quick reference:	B&W	Full Colour
Full Page:	\$1108.80	\$1358.80
Half Page:	\$554.40	\$679.40
Quarter Page:	\$277.20	\$307.20
Eighth:	\$138.60	\$168.60

Flyer Insertion up to 64 grams:

Option 1: 2100 through Canada Post into all island mailboxes \$197.40

Option 2: Full run of press. 2500 copies through Canada Post direct mail and pick up boxes. \$235

October 6-12 is National Newspaper Week in Canada. Gabriolans of various stripes were asked the all-important question, why do newspapers (and in particular the Sounder) matter now, more than ever? Here are two responses.

Community newspapers are connectors – much more than social media - they're a common source for local information. Thanks to the Sounder for continuing to keep islanders connected and informed.

~ Vanessa Craig, RDN Director Area B
(Gabriola, Mudge and DeCourcy Islands)

Community newspapers provide a truly essential service - whether it's reporting on events, sharing community news, offering space for locals to communicate and share opinions, or providing advertising space for local businesses - they are the hub of small communities. I can't imagine Gabriola Island without the Gabriola Sounder - they not only inform and engage us - they unite us.

~ Michelle Benjamin,
Subscriber

In an era of electronic communication, newspapers are still one of the vital strands that bind our communities together. On Gabriola, the Sounder is where we look to find reliable information on what's been happening, why it's important, and what's coming up next.

~ Steve Earle

The digital age has increased the acceleration of information flows. At a time when information is so readily available at our fingertips, local print media are needed more than ever to act as a lens that allows us to reflect and understand our sense of place in our community and within a globalized network.

~ April Warn-Vannini PhD

Sarah Holmes

publisher

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Demographics and Audience

Gabriola is a unique island community and no one knows it better than those who live here. Complications like power outages, ferry lineups and waits bring us together as a close-knit community. We also appreciate what our island has to offer while recognizing there are some items and services our community is not able to provide.

We are a vibrant community made up of 4,035 singles, young families, professionals and retirees committed to year-round living.

Statistics Canada Data - 2016 Census

Gabriola Population 4,035

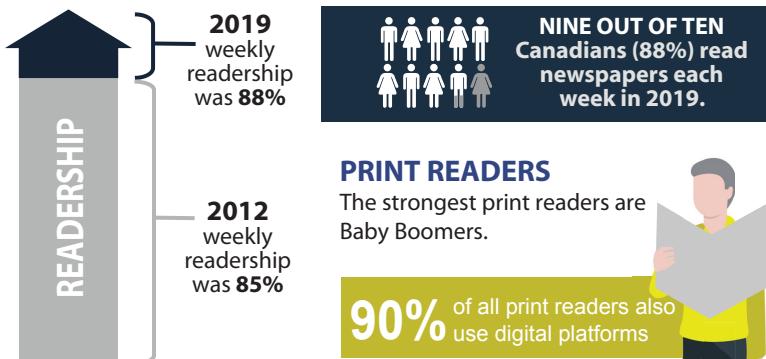
Age 35+ 3,380 with 2,160 as 60 and older

The majority of Gabriola islanders are of retirement age.

The population increases (along with ferry traffic) during the summer when summer homeowners as well as visitors come to Gabriola for sun and fun on a gulf island. The Gabriola Sounder is a trusted, engaged and respected part of the community. Your marketing will be in the hands of readers turning the pages for trusted information and purchasing opportunities every week.

GROWTH IN WEEKLY READERSHIP

Access to digital news platforms has only increased Canadians' access to news content, and consequently more Canadians than ever are reading newspapers, in print or digital formats.



PRINT READERS

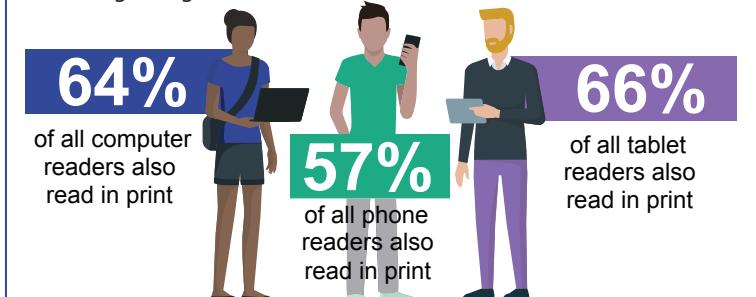
The strongest print readers are Baby Boomers.



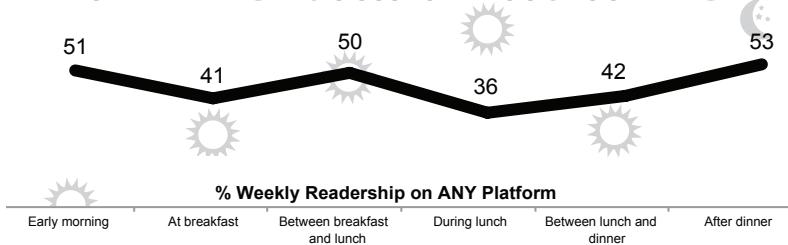
90% of all print readers also use digital platforms

DIGITAL READERS

The strongest digital readers are Millennials.



NEWSPAPER READING OCCURS THROUGHOUT THE DAY



For more information, go to www.newsmediacanada.ca

Totum Research; Canadians 18+, weekly readership, March 2019

Millennials: age 19-36 years (born 1982-1999); Baby Boomers: age 54-72 years (born 1946-1964)

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The Sounder has:

- original editorials that relate to current, local issues or to broader topics of community interest
- notices of and reports on local government meetings and decisions, essential for public engagement
- local, independent reporting that is a cornerstone of civil society and civic participation
- citizen participation in what is written and discussed, when and where it matters
- provides local employment in a meaningful job and good work place
- regular publication of a newspaper worthy of sharing with young people - no gossip, high level of literacy

~ Susan Yates

Retired Librarian, Literacy Advocate

Long years of my professional life were devoted to newsrooms and newspapers, and my belief in their connective value has been reinvigorated in witnessing the role the Sounder plays in this community.

~ Scott Colbourne

Island Trustee, Gabriola Island Local Trust Committee

"Given heightened levels of global mistrust, there is a clear and continued affinity for reliable reporting. Newspapers continue to be the go-to source for credible, trusted and independent news, in both print and digital formats."

Bob Cox, Chair
News Media Canada

Deadlines and Billing Information

Position Charges: Guaranteed requested positions will be charged an extra 15%. All guaranteed paid positions are subject to confirmation and deadline.

Charitable Rates: The discount for charitable non-profit organizations will be negotiated on a case by case basis. Charitable non-profit registration number is required.

Rates: To qualify for a discounted contract rate, the advertiser must complete and sign an advertising agreement.

Political Advertising: All political campaign advertising is sold at open rate and must be pre-paid.

Invoicing: Until you have established credit with our accounting department, pre-payment for all advertising is required. For established customers, payment in full is required within 30 days of the invoice date. The tax will be calculated at time of billing. The advertiser agrees to pay interest on overdue accounts at a rate of 2% (24% per annum).

Adjustment of Rates: The Publisher reserves the right to revise any rates stipulated herein at any time upon 30 days notice to the advertiser: reserving to the advertiser the right to cancel their contract on the date the new rates become effective.
Electronic tear sheets: tear sheets are available as high resolution pdf file upon request.

Identification of Advertiser: All display advertising must carry a signature of the party.

Material: Please email ad material, pdf-ready, or pieces for design creation to sarah@soundernews.com.

Deadlines: Allow four working days prior to publication date for reserving space and three working days prior to publication date for receiving of ad material. Any ads which require graphic work to be done must be submitted at time of space reservation. For specific deadline confirmation contact the Sounder directly.

Cancellations: Display advertisements cancelled after deadlines may be subject to charge. The Publisher reserves the right to cancel credit privileges for outstanding unpaid accounts.

Reservations: The Publisher reserves the right to charge the advertiser for any revisions to original copy, layout, artwork, photographs or any other element of the advertisement that were not included in the original instructions.

Omission and Error: The Publisher does not guarantee the insertion of any particular advertisement on a specified date, or at all, although every effort will be made to meet the wishes of the advertisers; further, the Publisher does not accept liability of any loss or damage caused by an error or inaccuracy in the printing of an advertisement in which the error occurred. The newspaper cannot be responsible for errors after the first day of publication of any advertisement. Notice of errors must be called to the attention of the appropriate advertising representative immediately. The Publisher does not accept liability for loss or damage to flyers (inserts) caused by fire, theft, vandalism or act of God beyond the cost which may have been incurred in the production and printing of the specific flyers involved by our agency. Advertiser contracts to identify Gabriola Sounder Media Inc. against any claim brought as a result of the placement of their advertisement, including an action in defamation.

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The Gabriola RCMP appreciates the direct conduit the Sounder provides to assist us in conveying important public safety messages to the citizens of Gabriola Island. We enjoy an excellent working relationship with the Sounder and have confidence in the accurate and timely reporting they provide. The Sounder is in touch with the priorities of Gabriolans in ways that off island media are not able to understand. Their staff are integral members of the community.

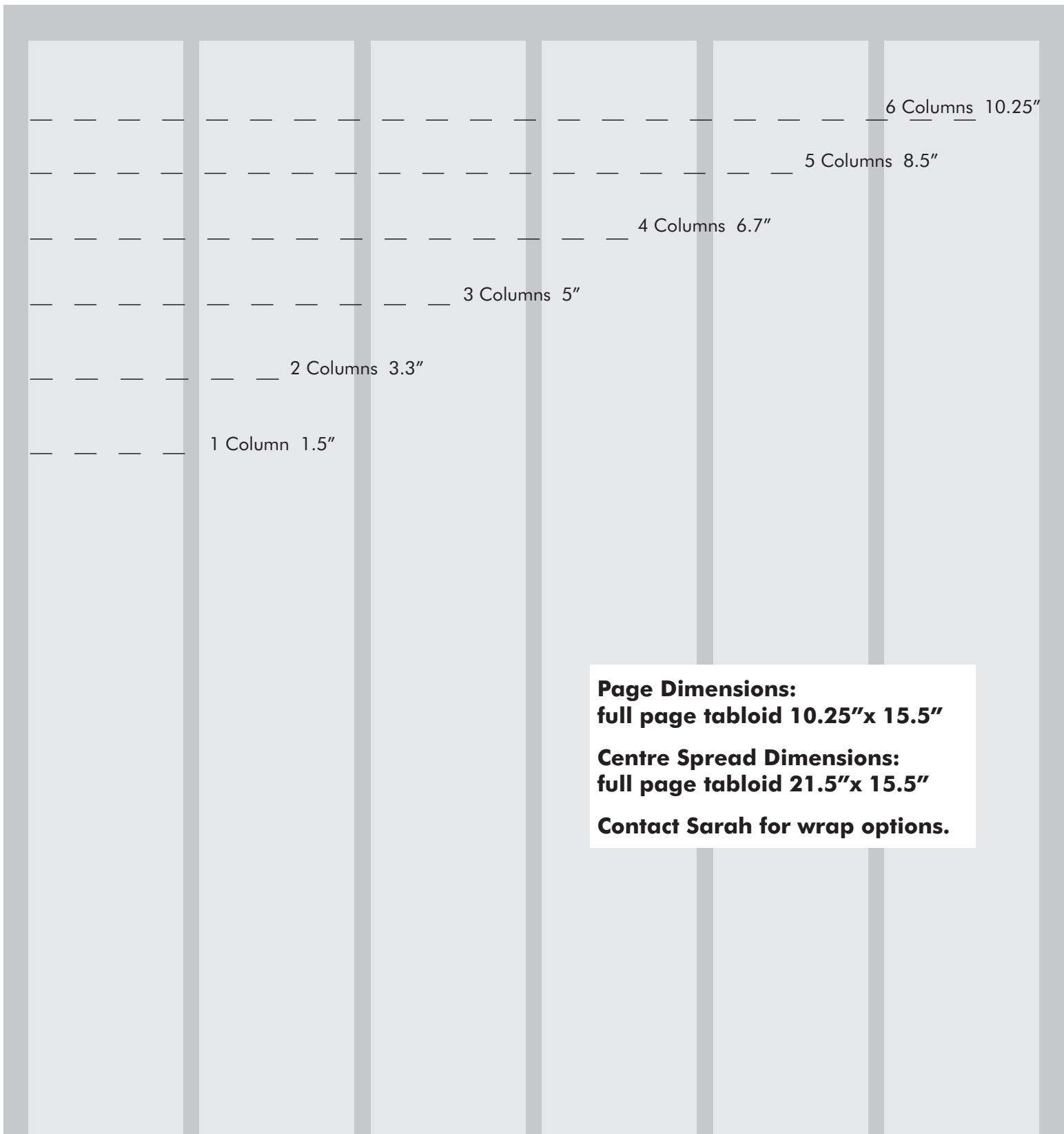
~ Cpl. Jennifer Prunty
RCMP

Newspapers tell our stories and inform us on issues that become our collective history. A locally owned and invested paper therefore brings a deeper perspective to its readers.

~ Julie Sperber
Community Economic Development Officer
Gabriola, Mudge and DeCourcy Islands

Sizes and Dimensions

This page is for visual illustration of column width only, the page is scaled to fit from tabloid to letter page size.
PDF's sent camera ready should be CMYK colour space with fonts embedded.



**Page Dimensions:
full page tabloid 10.25"x 15.5"**

**Centre Spread Dimensions:
full page tabloid 21.5"x 15.5"**

Contact Sarah for wrap options.