

WAWATAY NEWS

Ontario's First Nation Voice since 1974

2020 RATE CARD

Published by Wawatay Communications Society since 1974, the newspaper is distributed to more than 80 First Nations across Northern Ontario and to Aboriginal people living in the region's towns and cities. Wawatay News features Aboriginal news, people, culture and language published in English and the Aboriginal languages of Northern Ontario – Ojibway, Ojicree and Cree. Wawatay News coverage and distribution area serves an Aboriginal population of almost 58,000.

Gross Line Rate = \$0.94 per agate line

The sizes listed below are standard sizes. However, ads can be made to any size the advertiser requests. 4, 5, and 6 column ads cannot exceed 162 agate lines deep (11.57") or the advertiser will be charged for the full column depth (218 agate lines). These rates are for black and white ads and prices are for one issue.

Business Card Size

2 column x 28 agate lines (3.3 x 2") \$52.92

Double Business Card Size

2 column x 56 agate lines (3.3 x 4") \$105.84

1/8 Page

2 column x 80 agate lines (3.3 x 5.71") \$151.20

3 column x 54 agate lines (5 x 3.86") \$153.09

4 column x 40 agate lines (6.75 x 2.86") \$151.20

1/6 Page

2 column x 108 agate lines (3.3 x 7.71") \$204.12

3 column x 72 agate lines (5 x 5.14") \$204.12

6 column x 36 agate lines (10.25 x 2.57") \$204.12

1/4 Page

3 column x 108 agate lines (5 x 7.71") \$306.18

6 column x 54 agate lines (10.25 x 3.86") \$306.18

1/3 Page

2 column x 218 agate lines (3.3 x 15.5") \$412.02

3 column x 144 agate lines (5 x 10.29") \$408.24

4 column x 108 agate lines (6.75 x 7.71") \$408.24

6 column x 72 agate lines (10.25 x 5.14") \$408.24

1/2 Page

3 column x 218 agate lines (5 x 15.5") \$618.03

4 column x 162 agate lines (6.75 x 11.57") \$612.36

6 column x 108 agate lines (10.25 x 7.71") \$612.36

2/3 Page

4 column x 218 agate lines (6.75 x 15.57") \$824.04

6 column x 144 agate lines (10.25 x 10.29") \$816.48

3/4 Page

6 column x 162 agate lines (10.25 x 11.57") \$918.54

Full Page

6 column x 218 agate lines (10.25 x 15.5") \$1236.06

6 column x 224 agate lines (10.25 x 16") \$1270.08

Double Truck (centre spread only)

*includes fullprocess colour

12 column x 224 agate lines (20.5 x 16") \$2540.16

Colour Rate

Full Process (CMYK) Colour \$295.00

Graphic Design/ Ad Building

Wawatay can build and design an ad for your business for a \$25 flat fee.

Translation

Translation to Ojibway and Ojicree is available on ads created by Wawatay.

Please refer to the Translation Services rate card for pricing and information.

Job Ads

A standard size of 2 columns x 108 agate lines (3.3" x 7.71") is used for most job ads. If the content for the ad is too much or not enough for this standard size, the ad will be sized to fit the content and priced accordingly. Advertisers may also request larger or smaller job ads.

Online Job Ads

In addition to the newspaper, job ads will be posted on wawataynews.ca. Ads are posted online and remain until the closing date (up to one month for postings with no closing date). Online versions are plain text with the advertiser's logo, if desired. The price to advertise jobs online only is \$136.50.

Business & Service Directory

\$25/issue. (50% off regular display ad price) All ads in the directory are a standard business card size of 2 columns x 28 agate lines (3.3 x 2"). Business & Service Directory ads are run for a minimum of 3 issues (3 months).

Classified Advertising

Classified ads are plain text ads with no borders or formatting. The first 2 or 3 words of the ad will be bolded. The price for classified ads is \$0.40/word. There is a 25 word (\$10.00) minimum charge. To include a photo (black and white) please add \$25.00.

Position Charges

Special positioning requests (right-hand page, specific section) are subject to availability. A 10% surcharge will be applied to the price of the ad space.

Note: Some pages are reserved for editorial only.

All prices are subject to HST.

For more information please contact: Tom Scura, Sales Rep
toms@wawatay.on.ca Ph: 807-622-6000

Sioux Lookout: 16 Fifth Avenue • Ph: 807-737-2951 • Fax: 807-737-3224
Toll Free: 1-800-243-9059 or sales@wawatay.on.ca

Timmins: 135 Pine Street South • Ph: 705-360-4556 • Fax: 705-360-1601
Toll Free: 1-877-929-2829 or sales@wawatay.on.ca

2020 NEWSPAPER SCHEDULE

Vol.	No.	Publication Date	Advertising Deadline
47	1	January 24, 2020	January 17, 2020
47	2	February 21, 2020	February 14, 2020
47	3	March 20, 2020	March 13, 2020
47	4	April 17, 2020	April 10, 2020
47	5	May 15, 2020	May 8, 2020
47	6	June 19, 2020	June 12, 2020
47	7	July 17, 2020	July 10, 2020
47	8	August 21, 2020	August 14, 2020
47	9	September 18, 2020	September 11, 2020
47	10	October 16, 2020	October 9, 2020
47	11	November 20, 2020	November 13, 2020
47	12	December 18, 2020	December 11, 2020

2020 ONLINE RATE CARD

wawataynews.ca serves as a portal to all of Wawatay Communications Society's products and services. The site is Ontario's First Nation voice and is visited by Aboriginal and Non-Aboriginal residents of the region and around the globe. All ads displayed on the website include a "click through" to their own website.

Button Ads: \$340/month

Size: 280 pixels x 280 pixels

Location: Right column

Display: All pages, in rotation

Banner Ads: \$785/month

Size: 728 pixels x 90 pixels

Location: Above center content

Display: Front page, in rotation. Banners can also be displayed on up to five (5) featured story pages. Cost for each addition page is \$525/page.

Online Job Ads: \$136.50

Location: Employment section

Display: Text and logo

Translation

Translation to Ojibway and Ojicree is available on ads created by Wawatay. Please refer to the Translation Services rate card for pricing and information.

Submitted Ad Materials

Advertising must conform to WCS sizes for layout consistency.

File Types

HTML, JPEG, GIF, SWF are accepted.

Animated Ads

Animated ads are subject to approval.

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2020 FLYER INSERTION

Distribution Options

WEST: 4500 units \$525.00 + \$315.00 shipping

EAST: 1500 units \$210.00 + \$210.00 shipping

TOTAL: 6000 units \$1260.00

Shipping Address and Instructions

Ship flyers to:

Wawatay News c/o Safeguard Business Systems
229 Pearl St #105, Thunder Bay, ON P7B 1E3

The flyers are due to the printers on Monday morning prior to insertion. Flyers can be shipped by carton or skid. Maximum 500 per box or bundle. Maximum flyer weight is 50 grams. Maximum flyer size is: 8 1/2" x 11".

2020 NEWSPAPER DISTRIBUTION

WEST

Aroland First Nation
Atikokan
Balmertown
Bearskin Lake First Nation
Big Grassy First Nation
Big Island First Nation
Big Trout Lake First Nation
Cat Lake First Nation
Couchiching First Nation
Deer Lake First Nation
Dinorwic
Dryden
Ear Falls
Emo
Fort Frances
Fort Hope First Nation
Fort Severn First Nation
Fort William First Nation
Geraldton
Ginoogaming First Nation
Grassy Narrows
Gull Bay
Hudson
Iskatewizaagegan Independent First Nation
Kasabonika First Nation
Keewaywin First Nation
Kenora

Kingfisher Lake First Nation
Kocheching First Nation
Lac La Croix First Nation
Lake Nipigon Ojibway First Nation
Lansdowne House First Nation
Long Lake First Nation
Migisi Sahgaigan First Nation
Mishkeegogamang First Nation
Muskrat Dam First Nation
Musselwhite Mine
Naicatchewenin First Nation
Namaygoosisagon First Nation
Nestor Falls
Nிகousemenecaning First Nation
North Spirit Lake First Nation
Northwest Angle First Nation
Ochiichagwe'babigo'ining First Nation
Ogoki
Ojibways of Pic River Nation
Onegaming
Pawitik
Pays Plat First Nation
Pickle Lake
Pikangikum First Nation
Poplar Hill First Nation
Rainy River First Nation
Red Lake

Red Rock First Nation
Rocky Bay First Nation
Sachigo Lake First Nation
Sandy Lake First Nation
Saugeen First Nation
Savant Lake
Seine River First Nation
Shoal Lake First Nation
Sioux Lookout
Sioux Narrows
Slate Falls Nation
Stanjikoming First Nation
Stratton
Summer Beaver First Nation
Thunder Bay
Wabauskang First Nation
Wabigoon
Wabigoon Lake First Nation
Wapekeka First Nation
Washaganish First Nation
Wauzhusk Onigum First Nation
Weagamow Lake First Nation
Webequie First Nation
Whitedog First Nation
Whitesand First Nation
Wunnimun Lake First Nation

EAST

Attawapiskat First Nation
Beaverhouse First Nation
Brunswick House First Nation
Chapleau
Chapleau Cree First Nation
Cochrane
Constance Lake First Nation
Curve Lake
Flying Post First Nation

Fort Albany First Nation
Gogama
Hornepayne
Hornepayne First Nation
Kapuskasing
Kashechewan First Nation
Michipicoten First Nation
Missanabie Cree First Nation
Moose Factory

Moosonee
Peawanuck First Nation
Pic Mobert First Nation
Sault Ste. Marie
Taykwa Tagamou Nation
Timmins
Wahgoshing First Nation