



2020 StarMetroland West Media Planner



OUR AUDIENCES BECOME YOUR CUSTOMERS

Make a splash!

Who We Are

STAR METROLAND MEDIA is your partner in local advertising solutions. We know your business, your market and your competition because we live and work in your community. We develop programs specifically crafted to meet your marketing needs. Like you, we believe in the value of being local and connecting with customers in your community.

We have solutions for every marketing objective

We create plans to solve your unique needs. Whether you're looking to drive awareness, consideration, conversion, win back or loyalty, with our platforms (digital, print, events) we can tailor any campaign solution to your marketing goals, organized by your customer lifecycle.

Lets build a marketing plan together

Our local marketing experts can assess your business needs and build a strategic marketing plan that delivers tangible results.

WHY STAR METROLAND MEDIA

Why is local marketing effective?



Reach millions of readers

Ensure your message is seen by advertising with our print and digital media properties, reaching over 5.6 million readers every week.



Connect with an engaged audience

88% of our readers trust the advertising in our properties - more than any other media channel - helping you break through the noise.



Our Readers take action

We grow business and drive sales. 75% of our readers have taken action after seeing advertisements in our local media properties.



Helping
all size businesses

Achieve Success



We're invested in your success. Our method is simple. We know your business.
We know your market. We know your competition. We consult for your success.

Reach your customers wherever they are with online advertising.

Our portfolio of 27 award-winning community news brands and 6 daily news brand websites provides local news and information to readers on the go. Digital advertising with our news sites will help you reach your customers wherever they are at any time of the day.

We get your message in front of the right audience



Display Advertising

Expose your brand to millions of visitors across our ad network.



Behaviour Targeting

Identify your target consumer and engage them around the web.



Mobile Geofencing

Target an area and reach your customers on their mobile devices.



Branded Content

Build trust in your brand with custom content and native advertising.



Video Capabilities

Bring your message to life with dynamic video content.

Word on the Street



At the River Run Centre, we know that our patrons read the local news and want to see reporting on issues that affect our community. It is important to us to have a presence with the Mercury Tribune in order to reach our patrons and we truly value our longstanding partnership with Starmetroland to deliver targeted messaging about our programs to reach our audiences.

Nicole Neufeld
Program Manager,
River Run Centre | City of Guelph



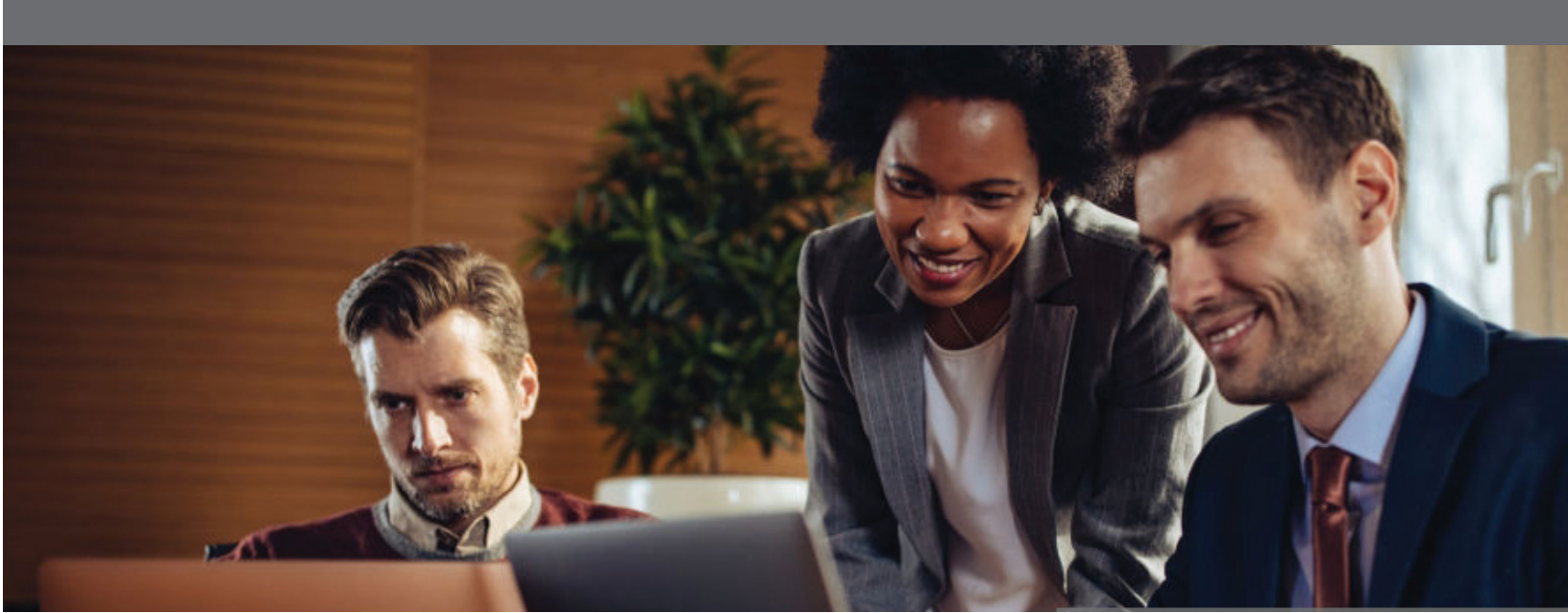
The Volunteer Action Centre Waterloo Region has been connecting with our local papers for many years. In the last year our work with the Star Metroland Media group of papers in Waterloo Region has lifted to a new level. We have been very pleased with the support the Cambridge Times, Kitchener Post, Waterloo Chronicle and New Hamburg Independent have given to volunteerism in Waterloo Region. Staff have worked hard to elevate the profile of volunteering in our community and we truly appreciate their efforts.

Jane Hennig
Executive Director
Volunteer Action Centre Waterloo Region



The ribbers and other food vendors were very happy with how things went as were we. As always, we appreciate your coverage especially the front page story in last Thursday's edition.

Mark Rozad
Co Chair
Ribfest Committee



Print advertising is effective.

Our newspapers are delivered to 75% of Ontario households, and are the most trusted and best source of local news in our communities. Most importantly, three-quarters of readers have engaged with a business after seeing their ad in our publications, so you know your advertising makes an impact. If you're curious about how local print advertising can help your business, ask us about our latest Pulse purchase intent research.



Our newspapers reach over 5,600,000 readers each week.

STAR METROLAND MEDIA's 110+ weekly and daily community newspapers have provided news and information to our communities for generations. Placing newspaper ads alongside our award-winning local content helps to build trust and connection with your brand.

Why Print Advertising?

Connect with up to 5.6 million weekly print readers with custom local content and advertising. Build a level of trust no other media channel can offer, and leverage that trust to engage our readers to take action.



REACH



CONNECT



ENGAGE

Ad Rates & Sizes

GUELPH MERCURY
Tribune.

Thursday Delivery
Circulation: 34,500

Newspaper Booking Deadline
Monday by 10:00a.m.

	Basebar	Full/Page	3/4 Page	1/2 Page	3/8 Page	1/4 Page	1/6 Page	1/8 Page	1/16 Page
52x	\$349	\$1872	\$1556	\$1048	\$848	\$587	\$414	\$339	\$210
26x	\$356	\$1921	\$1606	\$1085	\$867	\$601	\$423	\$346	\$213
13x	\$364	\$1966	\$1634	\$1110	\$888	\$614	\$431	\$354	\$217
4x	\$442	\$2466	\$2044	\$1386	\$1105	\$758	\$527	\$429	\$257
1x	\$518	\$2943	\$2436	\$1647	\$1311	\$898	\$683	\$501	\$297

CAMBRIDGE
Times.

Thursday Delivery
Circulation: 38,600

Newspaper Booking Deadline
Monday by 12:00p.m.

	Basebar	Full/Page	3/4 Page	1/2 Page	3/8 Page	1/4 Page	1/6 Page	1/8 Page	1/16 Page
52x	\$349	\$1872	\$1556	\$1048	\$848	\$587	\$414	\$339	\$210
26x	\$356	\$1921	\$1606	\$1085	\$867	\$601	\$423	\$346	\$213
13x	\$364	\$1966	\$1634	\$1110	\$888	\$614	\$431	\$354	\$217
4x	\$442	\$2466	\$2044	\$1386	\$1105	\$758	\$527	\$429	\$257
1x	\$518	\$2943	\$2436	\$1647	\$1311	\$898	\$683	\$501	\$297

WATERLOO
Chronicle.

Thursday Delivery
Circulation: 27,000

Newspaper Booking Deadline
Monday by 10:00a.m.

	Basebar	Full/Page	3/4 Page	1/2 Page	3/8 Page	1/4 Page	1/6 Page	1/8 Page	1/16 Page
52x	\$276	\$1405	\$1171	\$801	\$645	\$452	\$323	\$268	\$172
26x	\$292	\$1476	\$1225	\$838	\$674	\$470	\$335	\$278	\$177
13x	\$302	\$1541	\$1278	\$874	\$701	\$489	\$349	\$288	\$182
4x	\$374	\$1994	\$1652	\$1122	\$899	\$620	\$436	\$356	\$218
1x	\$412	\$2232	\$1848	\$1254	\$1001	\$689	\$481	\$393	\$237

NEW HAMBURG
Independent.

Thursday Delivery
Circulation: 1,400

Newspaper Booking Deadline
Friday by 12:00p.m.

	Basebar	Full/Page	3/4 Page	1/2 Page	3/8 Page	1/4 Page	1/6 Page	1/8 Page	1/16 Page
52x	\$194	\$886	\$742	\$518	\$421	\$302	\$223	\$190	\$130
26x	\$207	\$936	\$778	\$542	\$440	\$315	\$232	\$196	\$134
13x	\$214	\$979	\$814	\$565	\$459	\$328	\$239	\$203	\$137
4x	\$245	\$1174	\$974	\$672	\$543	\$383	\$277	\$233	\$153
1x	\$270	\$1346	\$1117	\$766	\$617	\$434	\$311	\$258	\$167

Full Page
10.375" x 10.5"

1/2 Page

Vertical - 5.145" x 10.5"
Horizontal - 10.375" x 5.143"

1/4 Page

Vertical - 5.145" x 5.143"
Horizontal - 10.375" x 2.5"

1/6 Page

Horizontal - 5.145" x 3.5"

basebar
10.375" x 1.786"

3/4 Page

7.764" x 10.5"

1/8 Page

Horizontal -
5.145" x 2.5"

3/8 Page

Horizontal -
5.145" x 7.715"

1/16 Page

Horizontal -
5.145" x 1.286"

FLYER DISTRIBUTION

We help your business get on your customer's shopping list.

Each year we print 4 billion flyers that are read by 81% of our readers, making them the most used source of local shopping information.

Flyer Deadlines

All flyers are due in our warehouse the week before scheduled distribution.

Flyer Booking Deadline: 6 business days prior to Distribution

Flyer Arrival Deadline: 6 business days prior to Distribution

Flyer Shipping Info

Guelph, Cambridge, Waterloo, Kitchener & New Hamburg
c/o Burlington Post

West Distribution Centre
901 Guelph Line, Burlington ON L7R 3N8
905-634-1710

Receiving Hours: M-F 8:30am-5:00pm, Sun 8:00am-5:00pm

*For specific market zones & home count please contact your media consultant

Volume Discounts

[minimum distribution quantity 5,000]

Quantity	Rate
10,000 - 49,999	\$62 /M
50,000 - 99,999	\$59 /M
100,000 - 499,999	\$56 /M
500,000 - 999,999	\$54 /M
1,000,000 - 1,500,000	\$50 /M

*Rural rates available at an additional \$10 per thousand

Magazines & Oversized Products

(For pieces over 2 oz./57 grams)

Weight	2-3 oz. (58-85 g)	3-4 oz. (86-114 g)	4-5 oz. (115-141 g)	5-6 oz. (142-170 g)	6-7 oz. (171-198 g)	over 7 oz.
Rate	additional \$11 per M	additional \$16 per M	additional \$21 per M	additional \$37 per M	additional \$47 per M	on request

Flyer Jacket FULL ADVERTISING ZONE*

Flyer jacket* wraps the other inserts. Four Page Full Colour Piece (Includes Design & Print & Distribution)

Quantity	Rate
55,000 - 80,000	\$98 per M
80,001 - 125,000	\$93 per M
125,001 +	\$83 per M

* Full area bookings only.

Digital Flyers & Coupons

Ask your media consultant for information on various digital tactics and solutions available.

save.ca rates		
1 flyer - 1 region Hosted for 30 days	1 - 3 Deals Hosted for 30 days	3 - 6 Deals Hosted for 30 days
\$120	\$120	\$216

Verified Distribution

If your marketing message is not getting out in the community, that is money wasted. We ensure our newspapers are audited and delivered to the homes in our markets by the Canadian Media Circulation Audit.





Production Contact

Manny Garcia,
Regional Production Manager
289-293-0612
email: mgarcia@metroland.com

Janine Taylor,
Assistant Regional Production Manager
519-941-1350 ext 792152
email: jtaylor@metroland.com

ftp upload:
host: ftp.cambridgetimes.ca
user id: ctads
password: adsend

Please notify us via email once material has been sent.

Mechanicals

Acceptable Media:
USB Memory Stick

Compatible Software:
Adobe CS3

Please ensure the document is packaged and compressed using stuffit or zip. If you are using a higher version of InDesign, be sure to include an INX file

Images & Logos:
.jpg, .psd, .tiff, .eps
300 dpi whenever possible
No MS Word, Powerpoint or Corel Wordperfect files.

Finished work:
High resolution PDF

Ad Material Deadlines

**Waterloo Chronicle • Cambridge Times
Guelph Mercury Tribune:**

Monday by 3:00 pm

New Hamburg Independent:

Friday by 3:00 pm

