

The Riverbend Ragg-Times

2023/24 MEDIA KIT

Advertising: Correna Craig

ads@riverbendonline.ca - 780-437-7108

Editorial: Mike Ganley

raggtimes@riverbendonline.ca - 780-437-7108


Established in 1977, *The Riverbend Ragg-Times* is an informative and lively newspaper that reports on community news and events, programs, schools, organizations, businesses and residents within the greater Riverbend-Terwillegar area.


The newspaper is published **six times per year** by the Riverbend Community League and distributed to almost 10,000 single-dwelling homes in greater Riverbend-Terwillegar area. Copies can also be found at local businesses, organizations, and online at riverbendonline.ca.

2023/24 Editorial Calendar

ISSUE	DEADLINE	DISTRIBUTION (week of)	SEASONAL HIGHLIGHTS
September	Aug 25	Sept 11	Back to School, Truth & Reconciliation, Fall activity registration, Halloween
November	Nov 3	Nov 20	Holiday Season, New Year, Winter activity registration
January	Jan 12	Jan 29	School/Spring activity registration, Valentine's Day, Black History Month, Family Day
March	Mar 1	Mar 18	Spring, Gardening, Ramadan, Summer Camps
May	April 19	May 6	Mother's Day, Summer activity registration
June	May 24	June 10	Father's Day, Pride, End of School, Summer holidays

 **EFFECTIVE** Reach people in your immediate area. We deliver the newspaper to 10,000 homes by Canada Post.

 **BUILD AWARENESS** Build awareness of your brand, website, programs and services. When a reader needs your product or service, they will think of you first.

 **AFFORDABLE** From just \$25, a sustained local paper ad campaign reaches more prospects than other media advertising.

1. Canada Post

10,000 single-dwelling homes



2. Where to find the Ragg-Times

Riverbend Community Centre - 258 Rhatigan Rd E.

Pizza 73 - 107 Haddow Close

ATB Financial - 14236 23 Ave

Safeway - Riverbend Square

Shoppers Drug Mart - Riverbend Square

Riverbend Public Library - Riverbend Square

The UPS Store - 14032 23 Ave

TRAC Office - Terwillegar Community Rec Centre

One Spot Grocery - 5679 Riverbend Rd

3. Online at

www.riverbendonline.ca

Testimonials - see what our advertisers are saying!

"We started advertising in the Riverbend Ragg-Times this year and have received great interest and feedback based on it! We're incredibly grateful for the positive outcome we've received from our local community paper (and the affordable rates), and look forward to marketing in it throughout the year. Correna and her team have been so helpful and made it as painless as possible! Thank you again for all of your hard work."

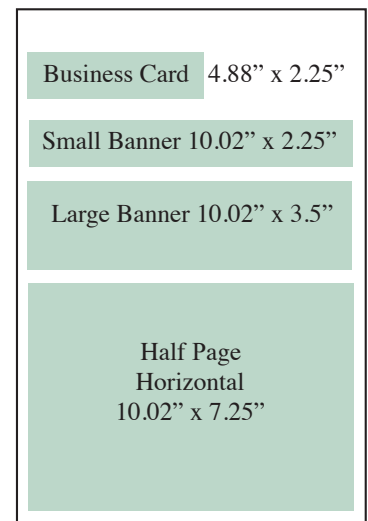
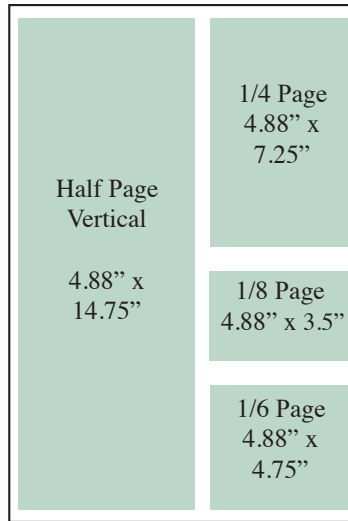
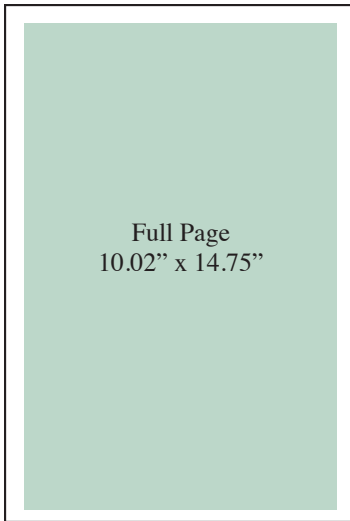
- Jarred Lusk, Realtor,
YEGPro Realty

"I started my handyman services company in 2017 and, during my first few years, I experienced the typical struggles and growing pains that are expected of new enterprises. Eventually, business started picking up (mostly through word of mouth), but not quite at the pace I wanted. Then, after a year of my wife suggesting I look into advertising with the Ragg-Times, I finally did the smart thing and put an ad in. Then I renewed it for the next issue. And the one after that. And I've been thanking my wife and her persistence in insisting I take that step ever since, as my business literally exploded from that exposure!

I've since set up my ad to be run on an ongoing basis, and I've been very happy with the folks who run the show as they're a pleasure to deal with. I'd recommend advertising in the Ragg-Times to anyone wanting effective exposure in a great market."

- Jacques Lauziere, Owner-Operator, MyHoneyDoList.ca

Ad Dimensions



Advertising Rates for Businesses

AD SIZE	DIMENSIONS	RATE - BLACK & WHITE	RATE - FULL COLOUR
Full Page	10.02"w x 14.75"h	\$685.00 + GST = \$719.25	\$890.00 + GST = \$934.50
Half Page Horizontal	10.02"w x 7.25"h	\$360.00 + GST = \$378.00	\$465.00 + GST = \$488.25
Half Page Vertical	4.88"w x 14.75"h		
Quarter Page	4.88"w x 7.25"h	\$185.00 + GST = \$194.25	\$245.00 + GST = \$257.25
Large Banner	10.02"w x 3.5"h	\$185.00 + GST = \$194.25	\$245.00 + GST = \$257.25
Small Banner	10.02"w x 2.25"h	\$130.00 + GST = \$136.50	\$170.00 + GST = \$178.50
One Sixth Page	4.88"w x 4.75"h	\$130.00 + GST = \$136.50	\$170.00 + GST = \$178.50
One Eighth Page	4.88"w x 3.5"h	\$100.00 + GST = \$105.00	\$130.00 + GST = \$136.50
Business Card	4.88"w x 2.25"h	\$60.00 + GST = \$63.00	\$75.00 + GST = \$78.75
Small Classified 25 words or less	Text only	\$25.00 + GST = \$26.25	N/A

Payment Options

- **By mail:** Riverbend Community League
258 Rhatigan Road East
Edmonton, AB T6R 2P7
- **In Person:** Drop off payment in the exterior mailbox at the Riverbend Community Centre, 258 Rhatigan Road East.
- **E-transfer:** Conveniently send an e-transfer to payments@riverbendonline.ca, include an invoice number or state who the ad is for.

* Please make your cheque or money order payable to the Riverbend Community League. Include your name, phone number, address, and postal code.

Special Offer!

NEW THIS YEAR – Become a first-time advertiser in the Riverbend Ragg-Times and receive 20% off the price of the third ad! Minimum three-issue purchase, plus ads must be consecutive and the same size.

RETURNING OFFER – Advertise in all six issues and receive 20% off the price of the sixth ad! The six issues are based on the 2023/2024 editorial calendar (September 2023 to June 2024).

Grow your business and support your community newspaper!

PLEASE READ CAREFULLY

Technical Specs for Ads

- Please format and submit all ads in the **exact size** of the advertisement booked.
- The Riverbend Ragg-Times is printed in black ink with spot colours (Pantone) or process colour (CMYK).
- Please submit ads in either **grayscale or CMYK** (no RGB).
- Be sure your black text is defined as black. Avoid the “auto” colour in the page maker. Make sure your black is 0% cyan, 0% magenta, 0% yellow and 100% black. RGB won't print well.
- Acceptable file formats are .jpg, .pdf or .ai. Please include all fonts used in the file.
- Please note that ads created in **Word or Publisher are not print ready**.
- All artwork and photos should be submitted in **high resolution** (at least 300 dpi, or one MB and line art to 600 dpi, or two MB).
- **Reverse print** (light-coloured font on dark background) needs to be **at least 12 pts** and a **block type font** to print clearly.
- Ads created with layers need to be flattened in Acrobat.
- **Ads are printed as submitted.**
- Unsure how to format your ad to meet the technical requirements? **Consider hiring a designer.**

Submission Info

- Submit print-ready ads to ads@riverbendonline.ca.
- Your guaranteed ad placement will only be confirmed once we have received your full payment and the ad has been received.
- Ads are printed as submitted. Please ensure all ads are submitted according to our dimensions and specifications.
- Advertisement placements may be checked online at www.riverbendonline.ca.
- All advertisements are subject to review and approval by Publisher, including but not limited to with respect to content, subject matter, insertion date, placement, position, matter, space and location, in accordance with standards acceptable to Publisher.
- Publisher may require Advertiser to revise, edit or otherwise modify the advertisement, including but not limited to adding the word “advertisement”, “an information supplement”, or a similar title over, under or alongside any advertisement.
- Publisher reserves the right to reject, revise, cancel, omit, discontinue, change position of, decline to publish or suspend any advertisement for any reason whatsoever in its sole discretion, without liability or penalty to Publisher, and without notice to the Advertiser. By way of example, but not limitation, Publisher in its sole discretion may:
 - i) Decline to publish any advertorial advertising that is not labeled ADVERTISEMENT, includes a by-line, or is designed to resemble the editorial pages of the publication – including the use of matching fonts or brand colours;
 - ii) Decline to publish any advertisement that advocates a political, social or other point of view that is not provided to Publisher at least 48 hours prior to publication deadline;
 - iii) Decline to publish any advertisement that promotes a contest that fails to comply with laws and regulations relating to contests; or
 - iv) Decline to publish any advertisement that includes offensive or incendiary language.
- Advertiser is solely responsible for ensuring the advertisement (e.g. copy and materials) are received by Publisher by the deadlines specified by Publisher.

Editorial Guidelines

Full article submissions can be sent via email to raggtimes@riverbendonline.ca prior to the deadlines listed in our media kit, or online at riverbendonline.ca.

- Submissions must be 300-500 words, unless otherwise discussed with the editor.
- Submissions must be original work and free of libel.
- Once articles have been received, they will be reviewed. Due to the number of submissions we receive and the needs of the publication, we cannot guarantee your article will be published.
- Sometimes articles will be used at a later date. If there is an expiration date to your submission, please mark it clearly.
- All articles must be free of internal advertising. The articles should be stand-alone with relevant information.
- All submissions are made on a volunteer basis.
- If your submission has been published previously, or submitted to another publication, please mark this clearly.
- Whenever possible, please include a photo with your submission. Photos should be submitted in high resolution (300 dpi), print-ready quality (.jpg, .tiff). Not sure if your image will work? Check the file size. A file of two MB and up will generally work.
- We accept files with .doc and .docx extensions.
- All advertisement and article placement in the paper is at the discretion of the Editor unless otherwise agreed.

Questions about Editorial submissions? Email Mike Ganley at raggtimes@riverbendonline.ca.