

**GRANT  
HAVEN  
MEDIA**

# 2024 MEDIA KIT

*Restoring small-town journalism, one community at a time!*

**St. Marys Independent** The Wilmot-Tavistock Gazette

**STRATFORD TIMES** Woodstock Ingersoll Echo

 **Goderich Sun**

**NORFOLK** FARMES

**BRANT** FARMES

**NIAGARA** FARMES



**DISCOVER HOW WE CAN HELP YOU EXPAND YOUR REACH**

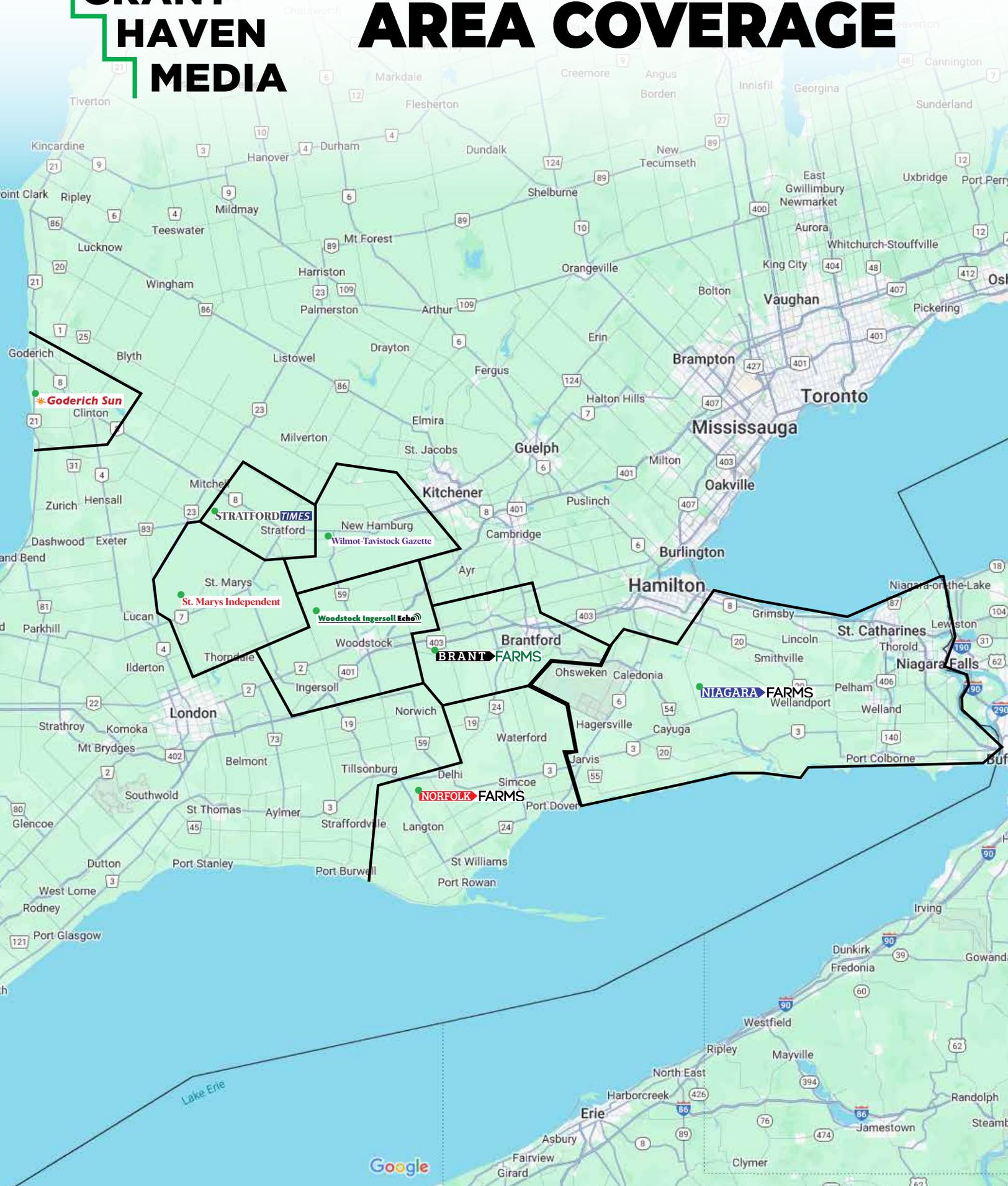
# WHY ADVERTISE WITH US

*Local media plays a crucial role in growing your business by connecting you with potential customers and increasing brand visibility and familiarity with local residents.*

- Engage readers who are more likely to interact with and respond to local businesses they discover through the newspaper.
- Benefit from the credibility and trust associated with reputable local newspapers, enhancing your brand image.
- Foster loyalty by consistently appearing in a trusted local source, encouraging repeat business and customer retention.
- Local newspaper advertising is often more affordable than national or regional options, making it accessible to businesses with limited budgets.
- Advertise in both print and online editions to reach a wider audience, catering to readers who prefer traditional and digital formats.

*By leveraging these benefits, businesses can create a comprehensive and effective advertising strategy within their local community.*

***Choose from our family of publications that align with your target demographic, ensuring your message reaches the right audience.***



# RATES & DEADLINES

Updated April 23, 2024

## St. Marys Independent

Printed every Thursday  
Circulation: 6,000 copies  
**Deadline Monday at 3pm**

Flyer distribution available see consultant for additional details

## Wilmot-Tavistock Gazette

Printed every Thursday  
Circulation: 4,000 copies  
**Deadline Tuesday at 3pm**

## STRATFORDTIMES

Printed every other Friday  
Circulation: 6,600 copies  
**Deadline Tuesday at 3pm**

## Woodstock Ingersoll Echo

Printed every other Friday  
Circulation: 7,500 copies  
**Deadline Tuesday at 3pm**

## Goderich Sun

Printed every other Thursday  
Circulation: 4,000 copies  
**Deadline Sunday at 3pm**

### FULL PAGE

CLR **\$550**  
B&W **\$425**

### 1/2 PAGE

CLR **\$395**  
B&W **\$305**

### 1/4 PAGE

CLR **\$235**  
B&W **\$180**

### 1/8 PAGE

CLR **\$130**  
B&W **\$100**

### BUS. CARD

CLR **\$60**  
B&W **\$45**

### SERVICE

Large **\$25**  
Small **\$15**

Rates are per issue per publication before HST. Frequency discount rates available.

Inquire how to showcase your business or products on our websites.

Help wanted advertising receives 25% off the above rates.

## NORFOLK FARMS

## BRANT FARMS

## NIAGARA FARMS

Inside Pages

### FULL PAGE

**\$1,250**

### 1/2 PAGE

**\$665**

### 1/4 PAGE

**\$355**

### 1/8 PAGE

**\$260**

Front Cover (Subject to Availability)

### TOP BANNER

**\$590**

### BOTTOM BANNER

**\$575**

### BUSINESS CARD

**\$290**

### SECOND HALF FRONT

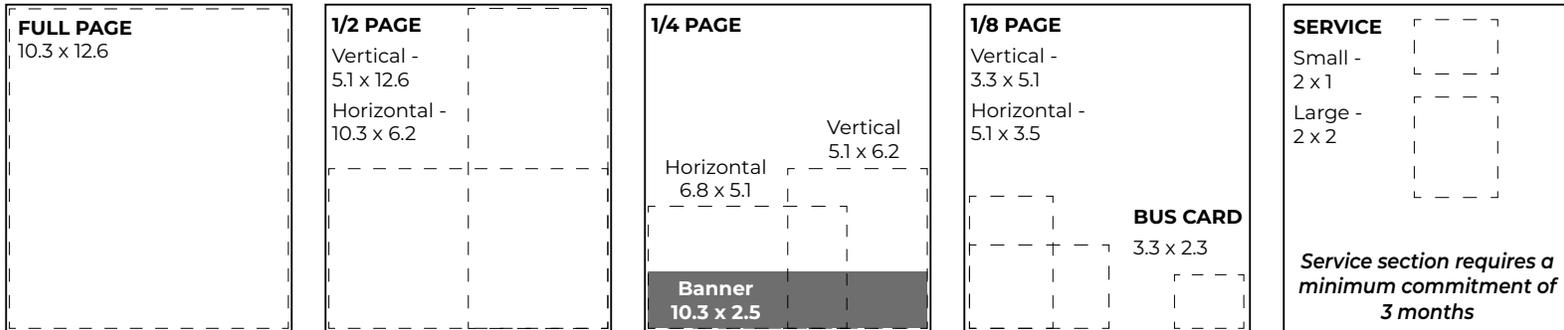
**\$925**

Rates are per issue per publication before HST, colour included



# SIZES & FORMATS

Community newspaper sizing for St. Marys, Stratford, Wilmot-Tavistock, Woodstock-Ingersoll & Goderich.  
All sizing is in inches with first number being the width.



## MECHANICALS & ACCEPTABLE MEDIA

### Compatible software:

Any adobe product, InDesign (.ind.), Illustrator (.ai), or Photoshop (.psd)

.jpg .png .pdf .eps .tiff files are all accepted

Images and logos must be sent as a high resolution file (300dpi if possible)

Finished product must be a high resolution editable PDF

.jpg & .png files are not editable on our end

**St. Marys Independent**

**Wilmot-Tavistock Gazette**

**STRATFORDTIMES**

**Woodstock Ingersoll Echo**

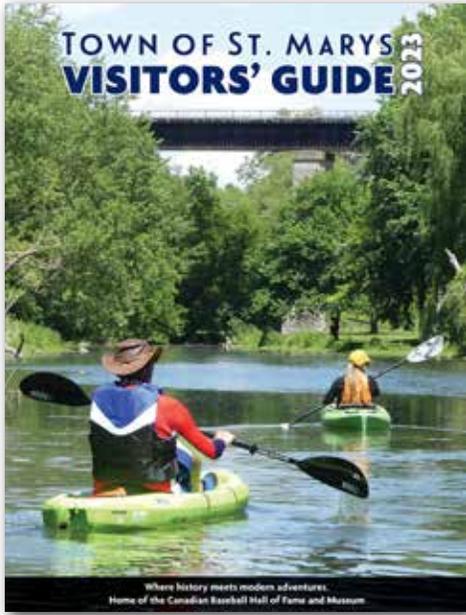
**Goderich Sun**

### PRODUCTION CONTACT

Tyler Carruthers, Graphic Designer

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# EXPAND YOUR REACH



Secure your spot in our 2024 Visitors' Guides and take advantage of this can't-miss opportunity. Ensure your business is at the forefront of the travel resurgence, attracting new customers and thriving in the post-pandemic era.



Elevate your brand in this visually stunning showcase that connects businesses with the cherished narratives of our beloved hometowns. Join us in shaping the future while honoring our past. Dive into vibrant tales tracing the rich history of Wilmot Township, Wellesley, and Tavistock.

# INDY

-OFFICE AND PRINT-

We offer personalized attention and the ability to discuss your printing requirements in person. Access a wide range of custom-printed products, including business cards, letterhead, envelopes, forms, signage, flyers, pamphlets, and more.



Featuring the best music mix in Perth County, we support local musicians, produce local radio programming, and promote local businesses. Listen at any time and follow us on Facebook, Twitter, and SoundCloud.

*Reach out to today to learn how to increase your brand visibility*

[www.granthaven.com](http://www.granthaven.com)