

eaglefeathernews

ADVERTISING PACKAGE

**EFFECTIVE
2021**

Advertise your message with Eagle Feather News, the most widely read Indigenous newspaper in Saskatchewan. Independently owned since 1998.

Whether you want to promote your business, organization, event or campaign, advertising with Eagle Feather News is one of the most effective ways to reach Saskatchewan's First Nations and Métis people.

With 10,000 newspapers distributed throughout the province each month, an average of 25,000+ website visitors during that same time, and a consistently growing social media following, your advertising can be strategically directed to make sure your investment gets maximum results.

When you purchase advertising with Eagle Feather News, discounts are available for campaigns and the cost includes working with you to develop a plan, design and digital experience to help get your message out.

Research shows that advertising is most effective when repeated. Eagle Feather News will help build and amplify your brand, and make sure your products, services and opportunities reach Saskatchewan's Indigenous communities.

ASK ABOUT OUR DISCOUNTED RATES FOR ADVERTISING PACKAGES

NEWSPAPER:

12 ISSUES, 10,000 COPIES/ISSUE

WEBSITE:

AVERAGES 20,000+ UNIQUE VISITORS/MONTH

SOCIAL MEDIA:

FACEBOOK, TWITTER, LINKEDIN

Contact Us

P.O. Box 924 Saskatoon, SK S7K 3M4
Phone: 306.978.8118 OR 1.866.323.6397
Email: contact@eaglefeathernews.com

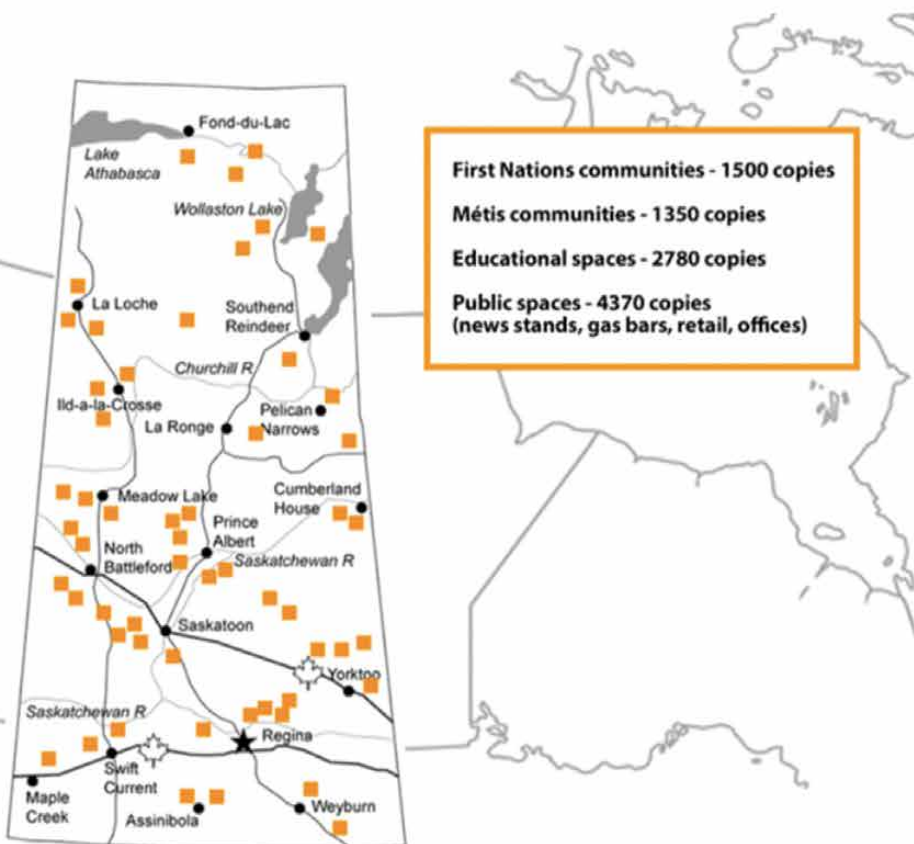


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MONTHLY THEMES & DISTRIBUTION

EFFECTIVE
2021

	Booking Deadline	Delivery
JANUARY - <i>Looking Forward to 2021</i>	JAN 6	JAN 14
FEBRUARY - <i>Health & Wellness</i>	FEB 2	FEB 11
MARCH - <i>Women's Issue, International Women's Day</i>	MAR 2	MAR 11
APRIL - <i>Arts & Entertainment</i>	APR 1	APR 8
MAY - <i>Sports, Mining Week</i>	MAY 4	MAY 13
JUNE - <i>Indigenous Peoples Day, Indigenous History Quiz</i>	JUN 1	JUN 10
JULY - <i>Graduation</i>	JUN 30	JUL 8
AUGUST - <i>NO ISSUE</i>	—	—
SEPTEMBER - <i>Back to School</i>	AUG 31	SEPT 9
OCTOBER - <i>Role Models</i>	SEPT 28	OCT 7
NOVEMBER - <i>Veterans, Remembrance Day</i>	OCT 26	NOV 4
DECEMBER - <i>Newsmaker of the Year</i>	NOV 30	DEC 9



**10,000
COPIES**
PROVINCE WIDE

SUBSCRIPTION SERVICES
BULK AND INDIVIDUAL

ADVERTISING PACKAGES
PAPER AND/OR WEB ADS

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National Line Rate:
\$1.60 net per agate line

Page size (image area):
10.25"(w) x 14"(h)

Column width:
1 7/16" (9 picas)

6 columns by
196 agate lines
100 Line Screen

NEWSPAPER ADVERTISING

EFFECTIVE
2021

<p>Full Page 10.25"w x 14"h</p> <p>B&W: \$1800 Colour: \$2000</p>	<p>1/2 Page vertical 5"w x 14"h</p> <p>B&W \$900 Colour: \$1100</p>	<p>1/2 Page horizontal 10.25"w x 7"h</p> <p>B&W \$900 Colour: \$1100</p>	<p>1/3 Page vertical 3.25"w x 14"h</p> <p>B&W \$650 Colour: \$850</p>	<p>1/3 Page vertical 5"w x 9.5"h</p> <p>B&W \$650 Colour: \$850</p>
<p>1/3 Page horizontal 10.25"w x 4.75"h</p> <p>B&W \$650 Colour: \$850</p>	<p>1/4 Page vertical 5"w x 7"h</p> <p>B&W \$475 Colour: \$675</p>	<p>1/4 Page horizontal 6.75"w x 5.5"h</p> <p>B&W \$475 Colour: \$675</p>	<p>1/8 Page horizontal 5"w x 3.5"h</p> <p>B&W \$260 Colour: \$460</p>	<p>1/8 Page vertical 3.5"w x 5.5"h</p> <p>B&W \$260 Colour: \$460</p>

DETAILS

- JPG or PDF 300 DPI
- DESIGN SERVICES AVAILABLE
- ADD 20% FOR SPECIALTY PLACEMENT

WEBSITE ADVERTISING (GST EXTRA)

Ad Specials
Save \$\$\$ with bulk purchases or combined newspaper and website advertising.

**HOME PAGE / NEWS PAGE
AD SPOT**

\$500
(600px X 400px)

**STORY PAGE
AD SPOT**

\$500
(330px X custom)

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