

## Advertise in the 2018 Welcome to 4 Wing Cold Lake Book

The Courier Newspaper is currently designing the 2018 Welcome to 4 Wing Cold Lake book. This book is a unique and informative bilingual publication that lets residents know what 4 Wing and Cold Lake have to offer. The book includes information about the history of Cold Lake, daycare and schooling, health services, recreation information, as well as the services and products offered by local businesses.

We want to give you the opportunity to reach the residents of Cold Lake by offering the opportunity to advertise in the 2018 Welcome to 4 Wing Cold Lake book. Advertising in this book is an excellent way to let our newest residents know what goods and services your business offers, and re-connect with existing residents.



- DISTRIBUTION:
  - ✈ Canadian Forces Member posted to 4 Wing
  - ✈ Military Family Resource Centre (MFRC)
  - ✈ Hotels
  - ✈ Real Estate Offices
  - ✈ Tourist Information Office
  - ✈ Additional Local Businesses

In early 2018, the Welcome to 4 Wing Cold Lake book will be distributed to Cold Lake Tourist Information, hotels, real estate offices and additional local businesses. It will also be included in relocation packages for CAF members being posted to Cold Lake from across Canada and Europe.

Book your advertisement today!

**Deadline for all ads in the 2018 Welcome to 4 Wing Cold Lake book is October 20, 2017.**

Please call (780.594.5206) or e-mail ([admin@couriernews.ca](mailto:admin@couriernews.ca)) to reserve your space.

Sincerely,

The Courier News & Publishing



News and Publishing, 4 Wing Cold Lake, AB

P.O. Box 6190 Stn. Forces, Cold Lake, AB T9M 2C5

Telephone: (780) 594-5206 Fax: (780) 594-2139 Email: admin@couriernews.ca

# 2018

## Welcome to 4 Wing Cold Lake Book

### Ad Formats

**Back Cover  
Full Colour**

7.5" x 10"

\$1,550.00

**Inside  
Back Cover  
Full Colour**

7.5" x 10"

\$1,350.00

**Inside  
Front Cover  
Full Colour**

7.5" x 10"

\$1,450.00

**Full Page  
Full Colour**

7.5" x 10"

\$950.00

**Half Page  
Full Colour**

7.5" x 4.85"

\$650.00

**Half  
Page  
Full  
Colour**

3.6"  
x  
10"

\$650.00

**Quarter Page  
Full Colour**

3.6" x  
4.85"

\$450.00

**Quarter Page  
Full Colour**

7.5" x 2.28"

\$450.00

**Eighth Page  
Full Colour**

3.6" x 2.28"

\$300.00

**Ads must be booked no later than  
October 20, 2017.**

**Finished artwork or signed proofs must be received by  
November 3, 2017.**

**All advertisements will be CMYK Process Colour.**



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# Welcome to 4 Wing Cold Lake Book

## 2018 Advertising Agreement

<b>Name</b>		<b>Address</b>	
<b>Organization</b>			
<b>Phone #</b>			
<b>Fax #</b>		<b>Email</b>	

The advertiser named above agrees to purchase a full colour display advertisement in the 2018 Welcome to 4 Wing Cold Lake Book.

### Ad Size

- Full Page  \$950.00 + GST
- Half Page  \$650.00 + GST
- Quarter Page  \$450.00 + GST
- Eighth Page  \$300.00 + GST

### Cover Rates

(call for availability)

- Back Cover  \$1,550.00 + GST
- Inside Front Cover  \$1,450.00 + GST
- Inside Back Cover  \$1,350.00 + GST

**Terms of Payment: 50% due upon signing of Contract  
 50% due upon final approval of Advertisement**

\_\_\_\_\_  
 Signature of Advertiser

\_\_\_\_\_  
 Signature of The Courier Representative

\_\_\_\_\_  
 Print name and Title

\_\_\_\_\_  
 Title

\_\_\_\_\_  
 Email address

\_\_\_\_\_  
 Email Address

\_\_\_\_\_  
 Date

\_\_\_\_\_  
 Date