

2023-24

4 Wing Cold Lake

Personnel Support Programs Corporate Services

Advertising Opportunities



PERSONNEL SUPPORT PROGRAMS



FEATURING
The **COURIER**
Digital News Media, 4 Wing Cold Lake, AB

Advertising Opportunities

Our mission is to support the 4 Wing Cold Lake Defence Team by providing news, information, and engaging content. We also strive to connect with the business community to assist in offering programs and events that enhance the morale and wellness of the military community.

AVAILABLE OPTIONS

Courier News | www.couriernews.ca

The Courier News is 4 Wing Cold Lake's source for news and information. Approximately 1.4K users visit the site each month. Advertising placements include, but are not limited to, top rotating banners, under menu rotating banners, content page side bars, articles, and advertorials. These placements lend affordable rates to fit any corporate budget.

See page 3 for more details.

Facility Advertising

Mackenzie Arts and Community Centre: a digital advertisement that appears on a TV at a prime location.

Col J.J. Parr Sports Centre: digital advertisement opportunities on up to six TVs at high-traffic locations and print signage opportunities available in the Blue Arena.

See pages 4-5 for more details.

4 Wing PSP Community Activity Guide

This digital quarterly guide ensures wide distribution across the 4 Wing community allowing for great insight into what goods and services your business offers.

See page 6 for more details.

Book multiple advertisements and SAVE!

When you secure a yearly advertisement within all three options you save 20%!

Build brand awareness | Extend your market reach
Open doors to new clientele



Contact PSP Corporate Services for more information at 780-840-8000 ext. 3038
or email: sales@couriernews.ca

We tell the stories of the Royal Canadian Air Force at 4 Wing Cold Lake!

ADVERTISING RATES

Unit	Advertising Rate*
Top Rotating Banner	\$300/month
Beside Logo, right or left.....	\$275/month
Under Menu Rotating Banner.....	\$250/month
Centre Page	\$225/month
Above Footer.....	\$200/month
Content Pages Side Bar.....	\$240/month
Article Placement: Square (8/month)....	\$200/month
Article Placement: Horizontal (8/month)	\$175/month
Advertorial	\$200/article
Weekly Newsletter.....	\$150/month

* Prices do not include GST

CREATIVE SPECIFICATIONS

Unit	Size in Pixels
Top Rotating Banner	1000x350
Beside Logo, right or left.....	500x200
Under Menu Rotating Banner.....	800x200
Centre Page	400x250
Above Footer.....	400x250
Content Pages Side Bar.....	400x250
Article Placement: Square.....	400x400
Article Placement: Horizontal.....	600x120
Newsletter	800x300

Economical opportunities are available around important seasons and holidays (i.e. Remembrance Day, Christmas, etc.). Get a 400 x 400 pixel advertisement placed in an article for the specific season/holiday for only \$49.99 (plus GST).

Custom advertising options can be made available to fit your marketing objectives.

* Book your spot on the website for a year and save 15%, or a savings of 20% is available if all three advertising options are booked (as described on page 2)!

2000+
Military
and Civilian
Personnel

↑63%

Website saw a 63% increase in users for 2022 from 2021, averaging 1.4K users per month

>34,000

In 2022, our Facebook reach was over 34,000!



@couriernewscoldlake

Advertising Guidelines

In compliance with Canadian privacy regulations, advertisements cannot solicit or collect, or appear to solicit or collect, any personally identifiable information from website visitors. We reserve the right to suspend any creative that is deemed to negatively affect site performance or user experience.

Ad Submission

- Send all creative to your sales rep.
- Please include the URL address for the website you would like your ad to link to.

Facility Advertising

The Col J.J. Parr Sports Centre and Mackenzie Arts and Community Centre (MACC) feature TV's at high traffic locations. There is also print signage available in the Blue Arena at the Col. J.J. Parr Sports Centre, which is in use year-round.

TELEVISION

Our main television package gives you a digital advertisement on five TV's at the Col J.J. Parr Sports Centre and one at the MACC for only \$150/month (plus GST). Your advertisement would play at least 2160 times/day allowing for maximum exposure. Ad dimensions must be 1920 x 1080 pixels.

Upgrade your package to add a special TV advertisement to go beside the arena schedule for only an extra \$50/month (plus GST) placing your ad on a total of seven TV's. Ad dimension must be 1080 x 1920 pixels.

** Book your spot for a year and save 15%, or a savings of 20% is available if all three advertising options are booked (as described on page 2)!*

BLUE ARENA WALL SIGN

Wall signage advertising is located above the glass across from the spectator seating area. The signs are 4' high x 6' wide and printed on coroplast.

Term	Cost/Year (plus GST)
One Year	\$350
Two Years	\$325
Three Years	\$300

Advertising term begins in August. Advertiser is responsible for the purchase of the sign. PSP Corporate Services can assist with procurement.

BLUE ARENA RINK BOARD

Rink board advertising is highly visible, located on the boards across from the spectator seating area. Advertising specs are 96" x 30" and must be printed on busmark vinyl or similar product.

Term	Cost/Year (plus GST)
One Year	\$1000
Two Years	\$950
Three Years	\$875

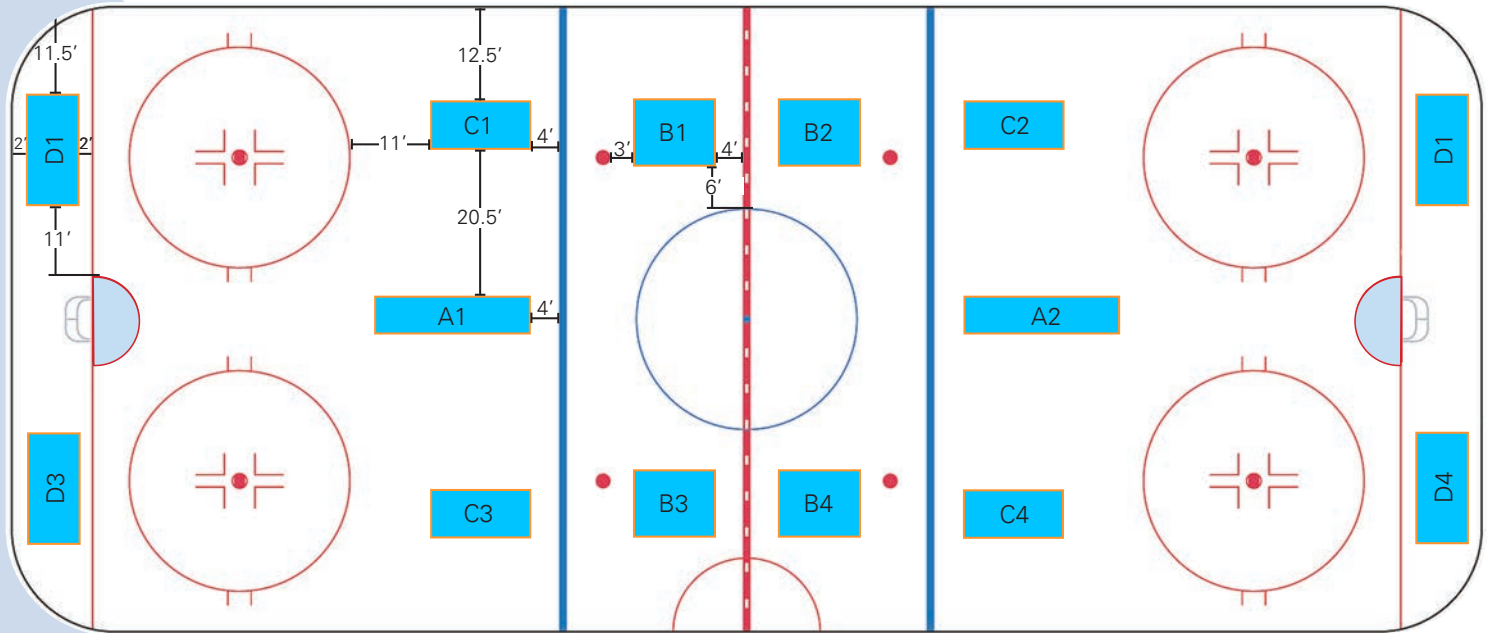
Advertising term begins in August. Advertiser is responsible for the purchase of the sign. PSP Corporate Services can assist with procurement.

Facility Advertising

BLUE ARENA IN-ICE

In-ice logo advertising is visible from everywhere in the arena, and is available in various sizes and locations. Advertisement contract term is from approximately September to April.

SEATING AREA



Position	Dimensions	Price (plus GST)
A - prime location	5' x 21'	\$6,000 (includes a photo op)
B	7' x 14'	\$3,500
C	9' x 11'	\$2,500
D	15' x 7'	\$500

4 Wing PSP Community Activity Guide

NEW AS OF 2023! PSP Corporate Services has shifted their focus from producing an annual welcome guide to a quarterly guide with information about programming, services, events and general 4 Wing information. This platform provides opportunity to advertise the great services and products available from local businesses.

With this shift, we will provide 4 Wing personnel real time information and resources, ensuring they are set to make the most of each season.

Guide release dates are the middle of August, November, February, and May. Ad contracts must be in 30 days prior.

ADVERTISEMENT RATES (per guide, plus GST):

Premium Placements:

- **Guide Presenter** (includes logo on front cover and inside front cover ad - 1242 x 2208 pixels): \$1,500
- After Table of Contents (1242 x 2208 pixels): \$950
- After Advertisement Directory (1242 x 2208 pixels): \$850

Standard Placements:

- Full Page (1242 x 2208 pixels): \$750
- Half Page (1242 x 1104 pixels): \$500
- Quarter Page (1242 x 552 pixels): \$300

Book an ad in multiple guides and save

- **two guides: 5%**
- **three guides: 10%**
- **all four guides: 15%**

IN AN EFFORT TO BE GREEN AND MORE SUSTAINABLE, THIS GUIDE IS DIGITAL! OPPORTUNITIES TO LINK YOUR ADS DIRECTLY TO YOUR BUSINESS WEBSITE & SOCIAL MEDIA IS AVAILABLE!