

4 Wing & CFB Cold Lake

Advertising Opportunities

2026



PERSONNEL SUPPORT PROGRAMS



FEATURING
the COURIER
Digital News Media, 4 Wing Cold Lake, AB



Table of Contents

At Personnel Support Programs (PSP) Corporate Services, we are proud to offer unique opportunities for businesses to engage with the vibrant Defence community at 4 Wing & CFB Cold Lake. Through this guide, you'll discover tailored options to connect with military members, their families, and the broader community. Whether through ad placements on the Courier News website, or visibility on facility TVs and arena signage, your business can gain meaningful exposure while supporting the programs and services that enrich the lives of our Defence Team.

Let's build connections that make an impact—together.

The Courier News - Page 3

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

Facility Advertising - Page 5

Opportunities for advertisements at the Col J.J. Parr Sports Centre and Mackenzie Arts and Community Centre.

Bundle and Save - Page 7

We offer a variety of advertising packages to help extend your reach at great prices!



The Courier News



www.couriernews.ca

ADVERTISING RATES

Unit	Advertising Rate*
Top Rotating Banner	\$200.00/month
Beside Logo, right or left	\$175.00/month
Under Menu Rotating Banner	\$150.00/month
Content Pages Side Bar	\$140.00/month
Centre Page.....	\$125.00/month
Above Footer	\$100.00/month
Advertorial.....	\$150.00/article
Weekly Newsletter	\$50.00/month

* Prices do not include GST

Book your spot on the website for a year and save 10%

> **See sample ad placements on next page.**

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 \$50.00 (plus GST).

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

2000+
Military and Civilian
Personnel

> **3K**

Website sees an average
of just over 3000 users per
month

> **210K**

In 2025 our views on
Facebook was over
210,000!



@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.

The Courier News



Top Rotating Banner

Beside Logo



Under Menu Rotating Banner

Base Sports Teams Get Modern Look with New Logo Design

By Mike Marshall, Communications Coordinator | Jan 10, 2023 | Featured News, Local News



Mike Marshall poses with his winning design for the new CFB Cold Lake sports logo - Supplied Photo

Canadian Forces Base (CFB) Cold Lake's sports teams will be donning a brand new logo, with Mike Marshall's design officially named the winner of the base's recent logo design competition. The announcement came just before the holiday season, marking a significant milestone for the base's sports teams.

"The inspiration for the new sports logo came from simply enhancing the previous CFB Cold Lake Wolves logo," said Marshall. "I decided to make the new logo more modern and easier to use, but also to keep the spirit of the old logo. The logo, although similar to the previous one, represents the modernization of the work that the Canadian Armed Forces (CAF) does while still recognizing the history of the hard work and dedication from the men and women who have served before."

Marshall's design retained key elements of the previous logo, such as the word, Northern Sentinel Wolf and the circle motif, symbolizing growth toward the future while honoring the past. The design includes a "jet tail" to represent CFB Cold Lake's status as the largest and busiest fighter aircraft wing in the CAF.

"The splash of red on the jet tail, the wolf, the eye in our national colours, and the aggression of the wolf symbolizes our 'battle readiness,'" Marshall explained.

While Marshall's primary role at the base revolves around sports, his background in marketing and design proved invaluable in crafting the new logo.

"Although sports are my passion, marketing and design is what I specialized in during my time at post secondary school. I had designed several logos and web pages for school projects and events, but this would qualify as the first major design of my professional career."

The logo reflects the post network of multiple military elements at CFB Cold Lake.



Upcoming Events

There are no upcoming events.

Recent News

Strengthening the Forces: Supplements to enhance physical performance - what you need to know for your health and safety January 10, 2023

Base Sports Teams Get Modern Look with New Logo Design January 10, 2023

Valour Place: An Invaluable Resource for CFB Cold Lake Members in Need of Support January 9, 2023

Growing Wellness: CFB Cold Lake Young Garden Program Sprouts Big Benefits January 9, 2023

Royal Canadian Air Force (RCAR) 100 A Year to Remember January 1, 2023

Royal Ca. 100th Anniversary January 1, 2023

Royal Canadian Air Force 100th Anniversary January 1, 2023

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Centre Page



Follow Us



4 WING MEMBERS / MEMBRES DE LA 4e ESCADRE

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Featured News

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Latest Videos



2024 Cold Lake Air Show - Day 2

Book today by contacting/communiquez avec: manager@couriernews.ca

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Above Footer

Facility Advertising

The facilities have over 100,000 visits per year!

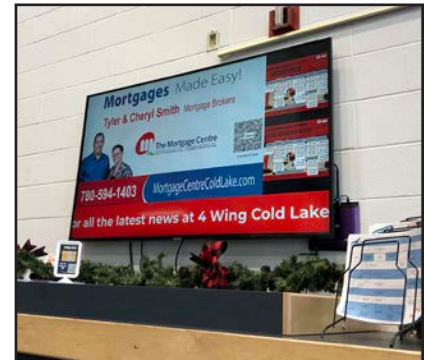
The Col J.J. Parr Sports Centre and Mackenzie Arts and Community Centre (MACC) feature TV's at high traffic locations. There is also print signage available in the Blue Arena at the Col. J.J. Parr Sports Centre, which is in use year-round.

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 \$100/month (plus GST). Your advertisement would play at least 2160 times/day allowing for maximum exposure.

Upgrade your package to add a special TV advertisement to go beside the arena schedule for only an extra \$30/month (plus GST) placing your ad on a total of seven TV's.

*** Book your spot for a year and save 10%**



Blue Arena Wall Sign

Wall signage advertising is located above the glass across from the spectator seating area.



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.

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.

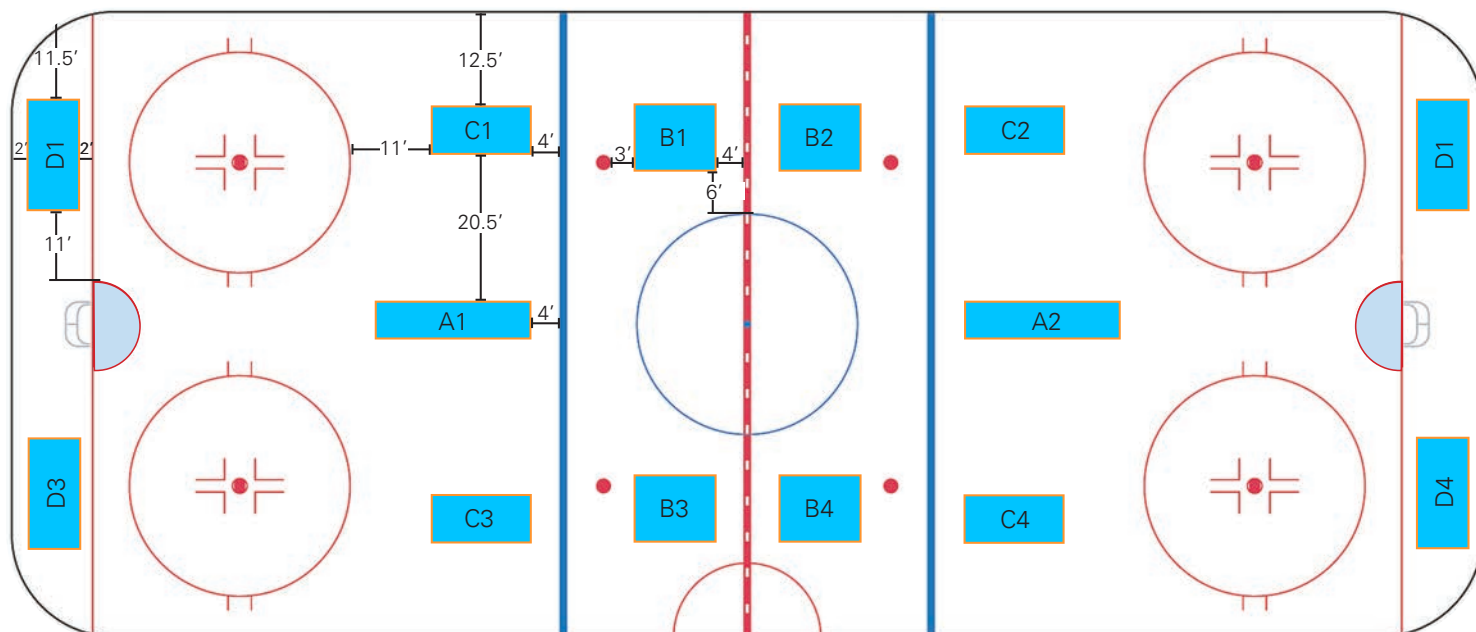


Facility Advertising

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 beginning of 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

SOLD OUT

Advertiser is responsible for the purchase of the sign. PSP Corporate Services can assist with procurement.



Bundle and Save

Advertise with Purpose

Partner with Personnel Support Programs (PSP) Corporate Services to make a meaningful impact while maximizing your business's exposure. By choosing one of our Gold, Silver, or Bronze advertising bundles, your business will reach a dedicated audience of military members, their families, and the Defence team at 4 Wing/CFB Cold Lake. Our bundles provide flexible options to fit your budget, including ad placements on our website (couriernews.ca) and on digital screens in high-traffic facilities like the Col J.J. Parr Sports Centre and Mackenzie Arts and Community Centre.

Your advertising dollars do more than promote your business; they support programs and services that enhance the well-being of those who serve our country. Every dollar invested is reinvested into the military community, ensuring we continue to offer vital programs and initiatives that make a difference in their lives. Choose a bundle that aligns with your goals and values, and let's build a partnership that delivers real value for your business and the community.

GOLD PACKAGE

Placement	Ad Type	Optional addition: Get 20% off In-Ice ad position B or C
www.couriernews.ca	Top Rotating Banner	
Facility TVs	6 TVs plus Arena TV Upgrade	
Price: ~~\$3960~~ \$2840/year - You Save \$1120!		

SILVER PACKAGE

Placement	Ad Type	Optional addition: Get 15% off In-Ice ad position B or C
www.couriernews.ca	Beside Logo or Under Menu	
Facility TVs	6 TVs plus Arena TV Upgrade	
Price: ~~\$3360~~ \$2410/year - You Save \$950!		

BRONZE PACKAGE

Placement	Ad Type	Optional addition: Get 10% off In-Ice ad position B or C
www.couriernews.ca	Content Pages Side Bar	
Facility TVs	6 TVs	
Price: ~~\$2880~~ \$2070/year - You Save \$810!		

Prices do not include GST.
Packages can be billed monthly.