

Coverage

Press Run: 15,000
Publish Day: Thursday / Friday

Distribution Details:
The Observer is the largest circulated newspaper serving the residents of Woolwich and Wellesley townships within the Region of Waterloo. Since 1996, residents have trusted The Observer for accurate information, uncompromising coverage and effective marketing to get the word out in the townships.

We look forward to working with you and your business. Let's talk.

- Homes in settlement areas
- Farms on rural routes
- Canada Post delivery
- Pickup box locations
- High volume locations

National Accounts

AdReach
37 Front Street East, Suite 200
Toronto, ON M5E 1B3
www.adreach.ca

Tel: (416) 923-7724

Call us to book your next campaign.

Donna Rudy:
519-669-5790 ext104
donna@woolwichobserver.com

observerextra.com/ad-policies

Read All about it!

You mean business ... so do we!



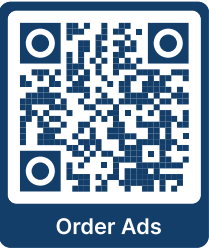
The Observer delivers results.

Intensely independent since 1996. Created with ❤ in Elmira.

Order Online

Order ads, upload artwork and make payments from wherever you are. Our creative team will design an effective marketing message for your approval.

observerextra.com/ads-display

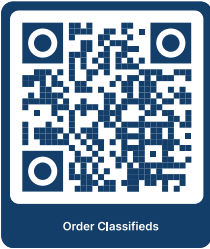


Order Ads

Classified Ads

Order and pay for a classified word ad online. Services, help wanted, products for sale for your small business. Small ads have a big impact.

observerextra.com/classifieds

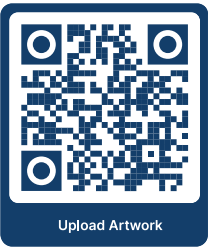


Order Classifieds

File Uploads

See our policies online regarding camera-ready artwork. Upload files quickly and securely online for artwork up to 10GB in size.

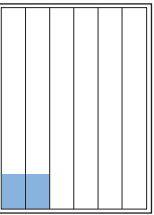
observerextra.com/upload



Upload Artwork

Display Advertising Rates: ➡ All prices are + HST

➡ Display Ad Deadline: Tuesdays by 5pm



Sixteenth

\$100 / insertion

10%\$90.00

15%\$85.00

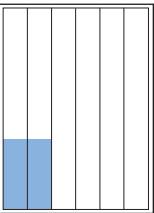
20%\$80.00

Ad Dimensions

2 col 3.3”w x 2.4”h

Add Full Colour

+ \$50.00



Eighth

\$195 / insertion

10%\$175.50

15%\$165.75

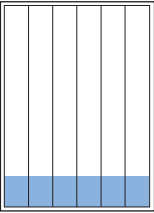
20%\$156.00

Ad Dimensions

2 col 3.3w” x 5”h
3 col 5.0375”w x 3.3”h
4 col 6.78”w x 2.4”h

Add Full Colour

+ \$75.00



Banner

\$240 / insertion

10%\$216.00

15%\$209.00

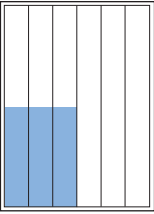
20%\$192.00

Ad Dimensions

6 col 10.25”w x 2.25”h

Add Full Colour

+ \$75.00



Quarter

\$360 / insertion

10%\$324.00

15%\$306.00

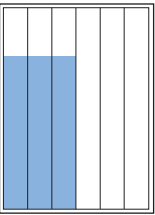
20%\$288.80

Ad Dimensions

2 col 3.3w” x 10.25”h
3 col 5.0375”w x 6.8”h
4 col 6.78”w x 5”h
6 col 10.25”w x 3.3”h

Add Full Colour

+ \$125.00



Third

\$470 / insertion

10%\$423.00

15%\$399.50

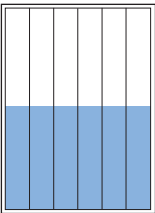
20%\$376.00

Ad Dimensions

2 col 3.3w x 13.75”h
3 col 5.0375”w x 9.15”h
4 col 6.78”w x 6.8”h
6 col 10.25”w x 4.4”h

Add Full Colour

+ \$125.00



Half

\$620 / insertion

10%\$558.00

15%\$501.50

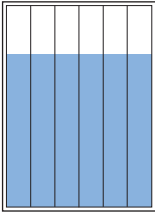
20%\$527.00

Ad Dimensions

3 col 5.0375”w x 13.75”h
4 col 6.78”w x 10.3”h
6 col 10.25”w x 6.8”h

Add Full Colour

+ \$150.00



Two-Third

\$900 / insertion

10%\$810.00

15%\$765.00

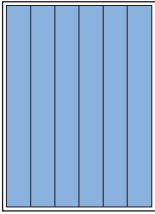
20%\$720.00

Ad Dimensions

4 col 6.78”w x 13.75”h
6 col 10.25”w x 9.15”h

Add Full Colour

+ \$200.00



Full

\$1175 / insertion

10%\$1057.50

15%\$998.75

20%\$940.00

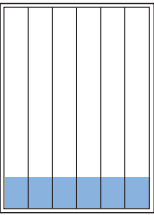
Ad Dimensions

6 col 10.25”w x 13.75”h

Add Full Colour

+ \$250.00

Premium Advertising: ➡ Hurry, first come, first serve.



Front Cover Banner

\$450 / insertion

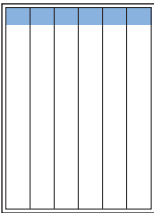
* No Volume Discount

Ad Dimensions

6 col 10.25”w x 2.25”h

Add Full Colour

Included in pricing



Masthead Banner

\$415 / insertion

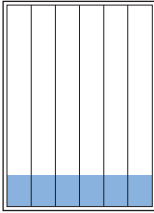
* No Volume Discount

Ad Dimensions

6 col 10.25”w x 1.25”h

Add Full Colour

Included in pricing



Page Three

\$275 / insertion

* No Volume Discount

Ad Dimensions

6 col 10.25”w x 2.25”h

Add Full Colour

Black & White Only



Double Truck Centre Spread

\$2300 / insertion

* Discount included in price

Ad Dimensions

12 col
21.25”w x 13.75”h

Add Full Colour

Included in pricing

Volume Discounts:		
10% Discount	Minimum 7 ads	
15% Discount	Minimum 15 ads	
20% Discount	Minimum 20 ads	
12% Discount	Recognized Not-For-Profit	

Volume Discount Policy:
Based on a minimum ad booking within a 12 month time frame from the date of first ad booking. Discounts are not automatic and are subject to approval and terms. Volume rate based on percentage of regularly priced advertising. Rates are subject to change without notice. Some advertising is not eligible for discounts.

Classified Advertising		
Commercial Display Ads:	Call for a quote.	
Commercial Word Ads:	\$15.00/20wrds +30¢/wrđ	
Service Directory Advertising:		
Single	\$35/insertion	
Double	\$50/insertion	
Triple	\$65/insertion	
Quad	\$95/insertion	

Service Directory Policy: A minimum booking of 4 consecutive weeks required. All service directory ads are run TFN (Until Further Notice). By placing an ad, the advertiser agrees to call to cancel ad run with sales representative. Ads are black and white only and no other discounts apply.

Observer Ad Policies

- All advertising is accepted subject to the publisher's discretion at all times.
- Advertiser assumes responsibility for unauthorized use of name, photograph, image, device, or word protected by copyright or registered trademark.
- Any design, artwork or typesetting supplied by The Observer is copyright The Observer for the exclusive use by the Publisher. Any other use not authorized in writing is an infringement of copyright and subject to a minimum \$75 per item production charge.
- Any notice of cancellation must be sent in writing, and received by the Publisher prior to advertising deadlines.
- The Publisher will not be responsible for damages arising out of errors in advertisements beyond the amount paid for the space occupied

by that portion of the advertisement in which the error occurred.

- There shall be no liability for non-insertion or late publication for any advertisement beyond the amount paid for such advertisement.

Advertising Proofs:
All advertising prices include design, 2 (two) ad proofs if required and the space occupied. Ads will be proofed by online through an email link. Revisions and approvals will be made through the Observer's online ad proofing system. Once an ad proof link has been supplied to the advertising client, unless otherwise notified by client, the advertisement is considered approved. Once approved and published, advertiser assumes all responsibility for errors or damages arising from errors.

Billing Terms and Conditions

- All invoice/Statements are payable without exception in 30 days.
- Any discrepancies on the invoice/statement must be reported within 10 days of receipt.
- Overdue accounts are subject to a 2% per month interest charge.
- Accounts over 90 days shall be referred to collections and then to litigation. Delinquent or overdue accounts will be reported to credit agencies. Advertiser will be responsible for all legal costs associated with collections or litigation.
- Non-payment of accounts will result in advertising being canceled and all future credit terms revoked.
- Cheques rendered NSF shall be subject to a \$50.00 administration charge added to your account.

- Term agreements will be enforced regardless of whether the customer chooses to cancel the run prior to completion.
- Tear sheets are available on the Observer website by downloading the PDF edition located at: <https://observerxtra.com/archives>

Bill Payment Options
Invoice/Statements may be paid by cheque, cash, Visa, MasterCard, debit or e-transfer. Please reference your **account #** on cheques or when making a payment by phone.

Mailing Address
The Observer
20-B Arthur St. N.,
Elmira, Ontario, N3B 1Z9