

Coast Reporter

VOICE OF THE SUNSHINE COAST

MEDIA KIT 2024-2025

Rates effective from September 1, 2024 - August 31, 2025



THE SUNSHINE COAST'S
SOURCE FOR NEWS, ARTS &
ENTERTAINMENT, SPORTS
AND COMMUNITY.



PRINT ADVERTISING

THE SUNSHINE COAST'S SOURCE FOR NEWS, ARTS & ENTERTAINMENT, SPORTS AND COMMUNITY.



DISPLAY ADVERTISING

Size	Ad Rate	Width" x Height"
Full	\$1,899.00	9.875 x 12
3/4	\$1,425.00	9.875 x 9
1/2 H	\$950.00	9.875 x 6
1/2 V	\$950.00	4.854 x 12
1/3 H	\$634.00	6.53 x 6
1/3 V	\$634.00	3.181 x 12
1/4 H	\$475.00	9.875 x 3
1/4 V	\$475.00	4.854 x 6
1/5 H	\$336.00	9.875 x 2
1/6 V	\$314.00	3.181 x 6
1/8 H	\$237.00	4.854 x 3
1/8 V	\$237.00	3.181 x 4.5
1/12	\$159.00	3.181 x 3
1/16	\$150.00	4.854 x 1.5
1/18	\$83.00	3.181 x 1.5

Guaranteed positioning is an additional charge of 25%

COLOUR RATES (additional charge)

Full Page.....	\$165	1/6 Page.....	\$45
3/4 Page.....	\$140	1/8 Page.....	\$34
1/2 Page.....	\$115	1/12 Page.....	\$23
1/3 Page.....	\$80	1/16 Page.....	\$18
1/4 Page.....	\$65	1/18 Page.....	\$12
1/5 Page.....	\$45		

FOR ADVERTISING INQUIRIES PLEASE CALL

Patrick Lessard, Sales Manager
604-885-4811 ext 46233
patrick@coastreporter.net

Heidi Menard, Sales Representative
604-885-4811 ext 46224
heidi@coastreporter.net

PRODUCTION SPECS

Only high-res PDFs (CMYK, 300 DPI, fonts and images embedded) accepted. Do not include crop marks, bleed marks or colour registration bars. If using large fields of black, please use rich black (50C 50M 50Y 100K). Provide all photos at 300 dpi and line art at 600-1200 dpi. All copy should be placed no closer than .25" to ad border. All text below 10pt, should consist of black-only (not rich-black) ink. We will do our best to match the proof that you supply, but cannot guarantee colour accuracy.

ADVERTISING DEADLINES

Booking..... Tuesday at 2pm
Ad Design..... Tuesday at 4pm
Ad Supplied..... Wednesday at 3pm
Final Sign-Off..... Wednesday at 3pm

NOTE: Deadlines will change for holidays.
Call for holiday deadlines.

FREQUENCY DISCOUNTS

4 Insertions..... 10% discount
13 Insertions..... 20% discount
26 Insertions..... 25% discount

NOTE: Frequency discount does not apply to colour charge.

DIGITAL ADVERTISING

WE ARE DRIVEN BY OUR MISSION TO HELP SMALL- AND MEDIUM-SIZED BUSINESSES LIKE YOURS THRIVE IN TODAY'S INCREASINGLY COMPLEX DIGITAL LANDSCAPE.

When it comes to marketing, we never take a one-size-fits-all approach. Instead, our experts work closely with you to learn about your organization, and then tailor digital plans to help you achieve your business goals. We implement your digital solutions across all mediums, cutting through the noise to help you propel your business forward.

We plan, design and execute digital advertising campaigns with targeted reach. We are data-driven, design-first and bring an understanding of audience behaviour. We have a long-standing relationship of trust and deep roots in community media.

coastreporter.net is a division of Glacier Media Digital.

DAILY E-NEWSLETTER

BE A PART OF SOMETHING GREAT. WE HAVE OVER 4,000 SUBSCRIBERS TO THE COAST REPORTER DAILY E-NEWSLETTER.



Get Coast Reporter's daily headlines.
coastreporter.net/account/maillinglist

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DIGITAL AD SERVICES

- Premium Sponsored Content
- Community Display Advertising
- Programmatic Advertising (Programmatic Display, Video, Audio, Connected TV and Digital Out Of Home)
- Home Page Take Overs
- Newsletter
- Social Media
- SEO
- SEM
- Website Landing Pages

CONTACT US TODAY TO FIND OUT HOW THE POWER OF DIGITAL MEDIA CAN WORK FOR YOU!





LOCAL JOURNALISM MATTERS

EVERY WEEK COMMUNITY NEWSPAPERS SHINE AN UNFILTERED LIGHT ON THEIR COMMUNITY AND REFLECT THE COMMUNITY BACK TO RESIDENTS, WARTS AND ALL.

This means attending meetings, often being the only reporter in the room, and prodding public officials with difficult questions. It means celebrating achievements and sharing sorrow. It means being there and being relevant.

Nine in ten (92%) printed community newspaper readers cite local information* as their main reason for reading. In many cases local coverage cannot be found anywhere else.*

BC FERRIES

BC FERRIES SAYS THE NUMBER OF BICYCLES DEPARTING HORSESHOE BAY ON ROUTE 3 INCREASED BY 16% FROM 2017 TO 2022.**

COAST POPULATION

THE POPULATION OF THE SUNSHINE COAST IS GROWING MORE QUICKLY THAN IT WAS A DECADE AGO.

The 2021 Census put the number of people calling the area home at 32,170 and BC Statistics estimates that it had grown to 34,039 by July 1, 2023. The estimated rate of change between the 2016 and 2021 Censuses was 7.3%, just below the provincial rate of 7.6%.**

WE LOVE LOCAL



THREE QUARTERS OF NEWSPAPER READERS (74%) BELIEVE IT IS IMPORTANT TO SUPPORT THE ADVERTISERS IN THEIR LOCAL NEWSPAPERS.*

*Source: Totum Research; Canadians age 18+; November 2019. Local information = local news, editorial, sports, entertainment/events, COVID-19, crime features, obituaries. **Source: Sunshine Coast's Vital Signs 2024, Sunshine Coast Foundation.

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