

# TESTIMONIALS

## Don't just take our word for it

60% of *Windspeaker's* distribution is paid. This means that *Windspeaker* readers care deeply about the content and the readership is much more consistent issue to issue. The result for you: Advertising with *Windspeaker* is more effective.

"We would like to give our heartfelt thanks to Boye G. Ladd and Kahkakew Larocque for sharing their views titled "Abuse of sacred ways need to stop." Plus we thank you *Windspeaker*. There is nothing more powerful than the truth. Both of these young men spoke from their hearts and every word was felt in ours."  
**Martha and Joe Francis**  
Rexton, NB

"These Buffalo Spirit columns [a *Windspeaker* regular section] should be looked upon as scrolls, like the Holy Bible. It should not be thrown out, used to start stove fires, or wrapping fish in, for the words are sacred and should be respected. Put away with important papers."  
**Andrew Big Smoke**  
Beauval, SK

"I have placed ads in about six Native newspapers for our conference. However, I now realize that the other ads were a waste of time and money. When people contact me by phone regarding the conference I ask about how they heard of it. Their responses have always been *Windspeaker*."

**Dr. Ron Phillips**  
R.S. Phillips & Associates  
Winnipeg, MB

"From my experience in promoting CIBC in Aboriginal publications, more people respond to our advertisements in *Windspeaker* than any of the other publications."

**Miguel Aguayo**  
CIBC Human Resources  
Toronto, ON

"We monitor all our placements and in this market the response from *Windspeaker* is more than all our other Aboriginal choices combined."

**Crystal Kosa**  
Inclusion Network (AHRDCC)  
Edmonton, AB



# AWARDS & CLIENT LIST

## Awards:

AMMSA has garnered more than 75 national and international awards for its journalism, photography, layout and design.

This includes recognition from the Native American Press Association, Native American Journalists Association, National Aboriginal Communications Society and the Canadian Association of Journalists.



Bert Crowfoot – Founder and CEO, AMMSA

2004 – Named One of Alberta's 50 Most Influential People  
– *Alberta Venture Magazine*

2002 – Lifetime Achievement Award  
– From the Alberta Government

## Memberships:

AMMSA is an active member of:  
Magazines Canada  
Alberta Magazine Publishers Association  
National Aboriginal Communications Society  
Native American Journalists Association

## Ownership:

Windspeaker is published by the Aboriginal Multi-Media Society (AMMSA) – a non-profit Aboriginal society incorporated in 1983. AMMSA is Aboriginal owned and operated. AMMSA is financially and politically independent.

## Distribution:

Canada-wide distribution and focus with readership in excess of 145,000\* (110,000+ Aboriginal\*) every issue with a monthly distribution in excess of 25,000 copies.

\* Source: Windspeaker Reader Survey - Nov. 2006



Canada's National Aboriginal News Source

· Kamloops Indian Band · Lake Babine Nation · Canadian National Railways · Indian Affairs · Douglas and McIntyre · Wallace & Carey · Institute of Indigenous Government (IIG) · UNBC · Barbara Smith & Associates · Ribtor · Carrier Sekani Family Services · Syncrude · Counsellor Training Institute · Malaspina University / College · A Channel · Gitksan and Wet'suwet'en People · CANDO · College of the Rockies · Loom Works · Kakakaway & Associates · Peace Hills Trust · Life Skills Training Centres · ICA Associates · UBC Office of Vice President & Provost · Indigenous Arts Service Organization · Northern Alberta Institute of Technology (NAIT) · Blueberry River First Nation · SaskPower · University of Regina · University of Victoria · The Painted Buffalo · Southern Alberta Institute of Technology (SAIT) · University of Alberta · Grant MacEwan Community College · Portage College · TransCanada Pipelines · Northern Lakes College · Concordia College · Blue Quills College · Poundmakers Lodge · Kapown Centre · Shell Canada · McMan Youth · Xerox · CIBC · APTN · Bank of Montreal · L.L. Bead · Northlands · Halford Hides · Alberta Indian Investment Corp. · University of Calgary · Becton Dickinson · Alberta Government · Western Economic Diversification · National Film Board · Banff Centre of Management · Nelson Homes · Dust Bowl Records · Cree School Board · First Nations Employment Training · Schmitzen Powwow (Connecticut) · Royal Bank · University of Oklahoma · Banff Centre for the Arts · Suzuki Canada · Chiniki Arts & Crafts · Mount Royal College · Lethbridge Community College · American Indian Institute · Red Crow College · First Nations Insurance Services Ltd. · Many Nations Financial Services Ltd. · Scotiabank · University of Saskatchewan · Global Star · Saskatchewan Indian Federated College · Saskatchewan Indian Institute of Technology · Manitou Sewing and Design Institute · Federation of Saskatchewan Indian Nations · Brandon University · RS Phillips & Associates · Auto Control Medical · Missinipi Broadcasting Corp. (MBC) · Regional Colleges of Saskatchewan · Metis National Council · Saskatchewan Institute of Applied Science and Technology (SIAST) · Wanuskewin Heritage Park · Saskatoon Tribal Council · Urban First Nation Services Inc. · Brandon University · National Indian Education Association · University of Manitoba · Vision Quest Conference · Auto Acceptance Group · Canadian Tourism Commission · Lakehead University · Mississaugas of New Credit · CCAB

## Get to know *Windspeaker's* Readers

*Windspeaker* readers are Aboriginal, they are very well educated, they are connected to the internet and have above-average household income.

### Household Income

Simple average ..... \$54,095

### Internet Access

At home ..... 86%  
At work ..... 75%  
At school ..... 2%  
No Access ..... 14%

### Male / Female

Male ..... 40%  
Female ..... 60%

### Urban / Rural

Urban ..... 43%  
Rural ..... 57%

### Level of education

University/College Grad. .... 47%  
Some College ..... 24%  
Trade School ..... 4%

### Origin

Aboriginal ..... 84%  
    First Nations..... 73%  
    Metis..... 20%  
    Non-Status..... 5%  
    Inuit..... 2%  
Non-Aboriginal ..... 16%

**1,319,890\*** Canadians reported Aboriginal heritage in the 2001 Canada census.

Do you know who they are? Where they live? What their interests are? How to communicate with them? *Windspeaker* does.

**By the year 2008, Canada's Aboriginal people will receive between \$6 and \$15 billion in land claim settlements from governments.**

Who will receive these settlements? When? How will these settlements impact you and your organization? *Windspeaker* regularly covers land claim hearings and negotiations, and provides its readers with the most current news, information, and viewpoints in regards to their effect.

**By the year 2008, 1/3 of Canada's land mass will return to Aboriginal control.**

The impact will be significant. Are you and your organization prepared? What actions should you take today to prepare for the changes in the near future? The first is to become knowledgeable. *Windspeaker* can help.

**Self government will provide greater autonomy to Aboriginal governments.**

Self government will present many business and economic development opportunities to Canada's First Nations. Partnerships with the private sector are inevitable and potentially lucrative for all concerned.

**Aboriginal issues are increasingly significant to all Canadians.**

Aboriginal people are the fastest-growing\* segment of Canadian society and they are asserting control over their lives and their futures. Let *Windspeaker* work with you to help you piece the puzzle of Aboriginal communications together by providing you with the information you need to develop an effective strategy to effectively access Aboriginal Canada.

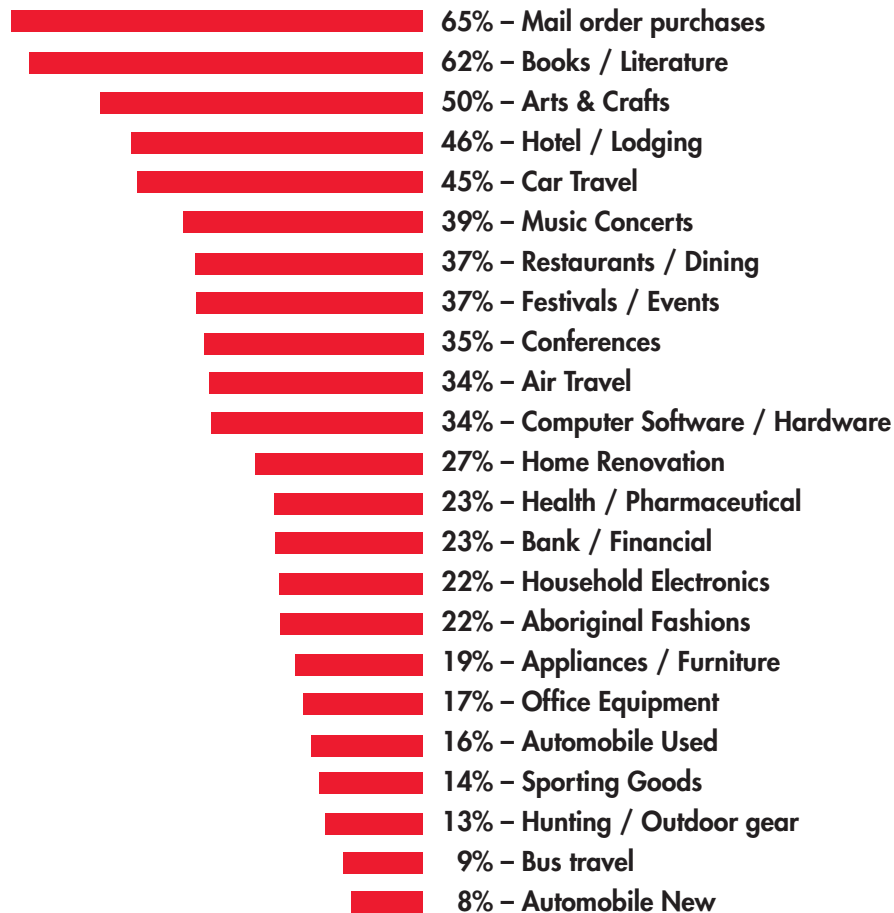
\* Source: Statistics Canada Census 2001

## PURCHASE INTENTIONS

***Windspeaker* Reader's stated purchase intentions for products or services in the next 6 months.**

**\$54,095+**

... the average household income of *Windspeaker* readers.



**In Canada, Aboriginal people are experiencing a renaissance – there is hope in the air and opportunity on the horizon.**

— *Jocelyne Soulodre*  
 CEO & President  
 Canadian Council  
 for Aboriginal Business (CCAB)

**Patronage from the Aboriginal consumer market has helped us keep our business growing in new directions.**

— *Marina Smith-Kulba*,  
 General Manager,  
 Place Louis Riel All Suite Hotel

**Due to dramatic growth in Aboriginal status population and attractiveness of market, BMO has been able to achieve a growth rate greater than 15% of our Aboriginal portfolio for the past several years.**

— *Ron Jamieson*,  
 Senior Vice-President,  
 Aboriginal Banking Bank of Montreal

**Population Statistics:**

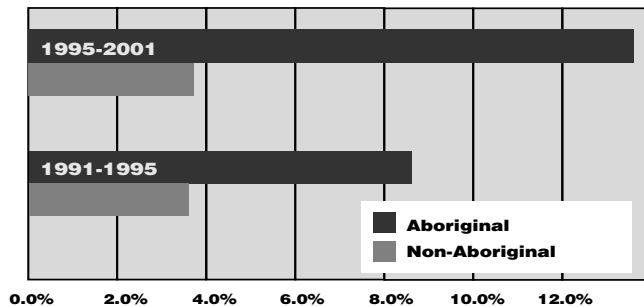
Total population of Canada: ..... 29,639,030  
 Total people of Aboriginal origin: ..... 1,319,890

Origins  
 North American Indian: ..... 957,650  
 \*\*On-reserve population:.... 285,625

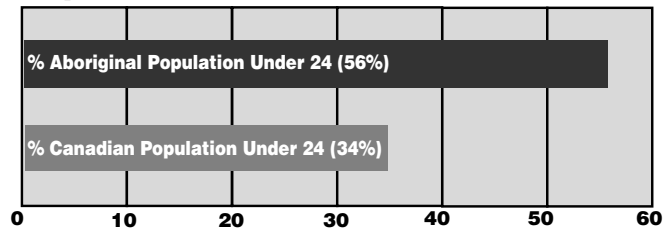
Metis: ..... 266,020  
 Inuit: ..... 51,390

**\*\*Note:** Actual numbers are recognized to be much higher than census figures as a number of organized Aboriginal communities refuse to participate in the Canadian Census for a variety of reasons. Estimates suggest figures could be as much a double for on-reserve figures.

**Population Growth Rate**



**Aboriginal and Canadian Populations Under 24**



Number of Aboriginal Businesses:..... 20,000+  
 Growth in New Businesses from 1981-1996:  
 Non-Aboriginal: ..... 65%  
 Aboriginal: ..... 170%

Source: Aboriginal Business Canada/Industry Canada.

## TREND WATCH

### One quarter of employers covered in the Federal Employment Act reported having no Aboriginal people in their work force.

#### Education and Employment

"Education is the new buffalo", said the late *Windspeaker* Board Member and Elder, Joe. P. Cardinal. And with education comes employment, to feed the community and the soul. The Aboriginal population is the fastest growing segment of the Canadian population, and represents a great, untapped pool of workers in the country's labor force. Canada's industry leaders want to access this labor force, but recognize that much has to be done to prepare this group for the opportunities that lay ahead. In response, industry is reaching out to educators to help find innovative ways to encourage Aboriginal participation in programs that will lead to gainful and gratifying employment. In the past, the investment in Aboriginal education and skills training has been minimal, with little attention paid to this community. But no more! Aboriginal people are attending universities and colleges in greater numbers. They are building their capacity in a wide variety of areas, and industry is beginning to reap the benefit.

#### Health Care

Poverty, underemployment, overcrowding, a crumbling infrastructure—all are sign-posts on the road to communities at risk. And communities at risk manifest themselves in sick populations. Poor health, and poor delivery of health care services, continues to lower the life expectancy of the average Aboriginal person in Canada. Diabetes is rampant in many First Nations and Métis societies. HIV and AIDS are taking their toll there too. Other chronic diseases are five times more prevalent in Aboriginal populations than in general Canadian society. When Canada ranked first on the United Nations index of the best countries in which to live, Canada's First Nations communities ranked in the mid-thirties. Health and health care concerns ranked at the top of the reasons for this shameful showing.

#### Community Development

"Include us, and our communities will prosper. Include us, and our communities will soar like the eagle." That's the message Aboriginal leaders have been delivering for more than three decades. Government and industry are starting to respond. Partnerships between Canada's leading corporations and Aboriginal communities are adding up to big business, bringing much needed economic benefit so that Canada's reserves and settlements might move forward in improving living conditions for their citizens. Clean water, adequate



**Aboriginal peoples represent the fastest growing human resource available to Canada's corporations. To guarantee the quality of the education these students are receiving, industry needs to look at how they can invest in Aboriginal education programs or help develop new ones.**

housing, employment opportunities, a reinvigorated Aboriginal culture—these are the results for the Aboriginal community. And for industry the results are long-term support from Canada's first peoples and improved profits.

#### Travel

Dance, song and ceremony—Aboriginal peoples travel great distances to attend cultural gatherings. A powwow can attract thousands of participants to a weekend event thousands of kilometres away. Hundreds of powwows take place each year. Add that number to the many people participating in the hundreds of baseball, lacrosse, volleyball, golf and soccer tournaments in Aboriginal communities across North America, then factor in rodeo and hockey school, and what you have is a lot of travelers taking to the highways and bi-ways between April and late October. Modern indoor facilities recently built in many communities have allowed for extended powwow and sports seasons.

#### Conferences

Aboriginal people have embraced the conference season (which runs during the winter months in Canada) as a way to stay connected and to get the most up-to-date information on health concerns, education initiatives and economic and community development that is currently available. Conferences attract a population, typically from remote locations, to urban centres to meet with experts for advice that can be brought back and used for the benefit of Aboriginal communities. It is a fact that Aboriginal people host, and attend, more conferences per capita than any other ethnic group or community in Canada.

#### Natural Resources

The fuel that powers Canada's economic engine is the bounty of natural resources that are found here from coast to coast. From the forests that grow on top to the oil that lies beneath, Mother Earth has made provisions for her children. Many of these resources can be found on territory claimed by First Nations and Métis communities, which, under Canadian law, must be consulted before resource companies can gain access to them. To quote "Policy for Building Relationships," a corporate document published by forest giant Weyerhaeuser Canada, "it makes sound, strategic business sense to recognize the role of Aboriginal peoples in Canada's economic growth, and to work proactively to build mutually beneficial business relationships with Aboriginal people."

# CIRCULATION

**Providing independent and objective coverage of news and information specific to the needs of Aboriginal people**

## Why advertise in *Windspeaker*?

The key to effective marketing is to access the largest number of people interested in your product or service with the least effort and expense. *Windspeaker* allows its advertising clients to reach the largest Aboriginal audience (our readership) of any Aboriginal publication in Canada. *Windspeaker* is the single source that reaches Canada's Aboriginal market effectively and consistently. Our readership is loyal and therefore consistent. There is little turnover in *Windspeaker's* readership, which results in greater impact with repeat or multiple ad campaigns.

## Readership:

Average number of readers per copy.....	<b>5.6 *</b>
Total number of readers per issue .....	<b>140,000+ *</b>
Number of Aboriginal readers per issue .....	<b>110,000+ *</b>

\* Source: *Windspeaker* Reader Survey - November 2006



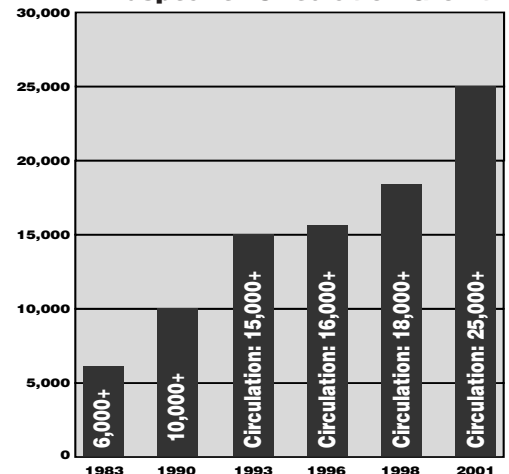
## Distribution:

Total monthly circulation .....	<b>22,500+</b>
Total paid circulation (80%) .....	<b>18,200+</b>
Educational Institutions (250+) .....	<b>3,750+</b>
Aboriginal organizations (2,500+) .....	<b>15,500+</b>
First Nations & Métis Settlements only (620+) .....	<b>8,500+</b>
First Nations/Métis Settlements paid circulation (60%) .....	<b>6,250+</b>

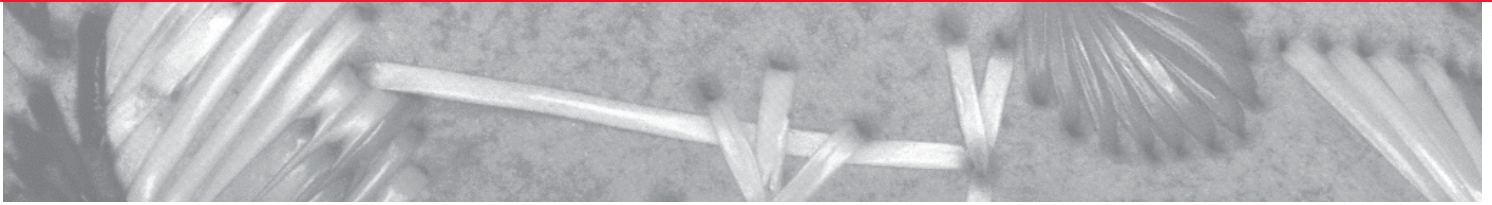
## Circulation by province:

	copies	%
<b>British Columbia:</b>	<b>3,800</b>	<b>17%</b>
<b>Alberta:</b>	<b>3,750</b>	<b>16%</b>
<b>Saskatchewan:</b>	<b>3,300</b>	<b>15%</b>
<b>Manitoba:</b>	<b>2,750</b>	<b>12%</b>
<b>Ontario:</b>	<b>5,000</b>	<b>22%</b>
<b>Quebec:</b>	<b>1,250</b>	<b>6%</b>
<b>Maritimes:</b>	<b>800</b>	<b>3%</b>
( Nova Scotia, P.E.I, Newfoundland, New Brunswick )		
<b>The North:</b>	<b>1,350</b>	<b>6%</b>
(NWT, Yukon, Nunavut)		
<b>Foreign:</b>	<b>500</b>	<b>2%</b>

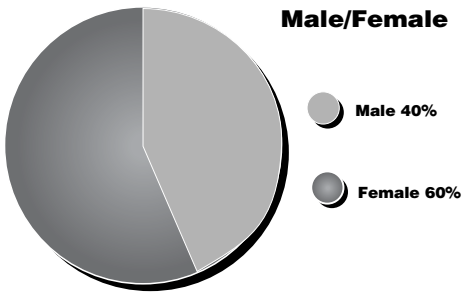
**Windspeaker Circulation Growth**



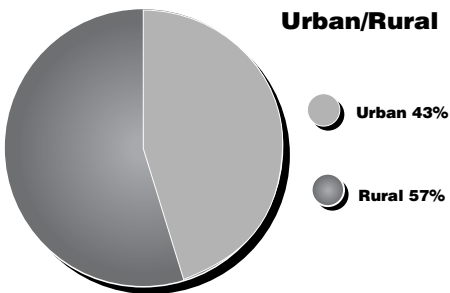
# OUR READERS



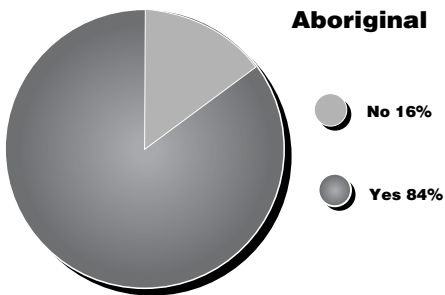
## Male/Female



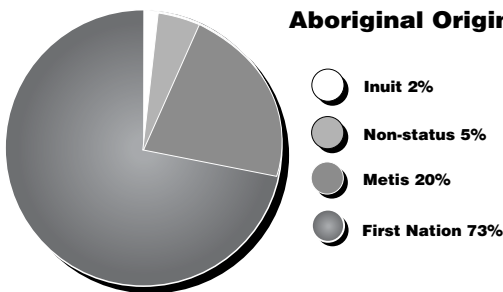
## Urban/Rural



## Aboriginal



## Aboriginal Origin



## Please state your household income.

**\$54,095** was the simple average of the respondents' household income.

## How do you receive your copy of *Windspeaker*?

- 31% – Personal Subscription
- 41% – Company/ Org. Subscription
- 9% – Complimentary Copy
- 3% – Library
- 0% – Acquired from Friend
- 16% – Other

## If you subscribe to *Windspeaker*, how long have you subscribed?

- 9% – Less than 1 year
- 23% – More than 1 year
- 27% – More than 3 years
- 41% – More than 5 years

## Of the last 6 issues of *Windspeaker*, how many have you read?

- 84% – Have read at least 4 out of 6 issues

## How would you rate *Windspeaker's* editorial coverage?

- 12% – The Best
- 43% – Very Good
- 42% – Good

## How much do you trust *Windspeaker's* editorial coverage?

- 39% – Very Much
- 33% – A Lot

## What level of education have you completed?

- 47% – University/College Graduate
- 24% – Some College/University
- 4% – Trade School

## Would you recommend *Windspeaker* to others?

- 100% – YES
- 0% – NO

## The Aboriginal Multi-Media Society (AMMSA): the evolution of Aboriginal communication

### WINDSPEAKER – Canada's National Aboriginal News Source

Publishing since 1983

Monthly distribution of **25,000** throughout Canada

Readership is **140,000**.

*Windspeaker* is the source for national Aboriginal news, information and entertainment. Recognized throughout North America for its quality, integrity and reputation, *Windspeaker* continues its tradition of objective reporting of the issues and events that affect Canada's Aboriginal people and their communities.



Canada's National Aboriginal News Source

### ALBERTA SWEETGRASS – The Aboriginal Newspaper of Alberta

Publishing since 1993

Monthly distribution of **9,000** copies in Alberta

Includes Edmonton newstand distribution of **2,000**

Includes Calgary newstand distribution of **1,500**

Readership is **36,000**

*Alberta Sweetgrass* regularly showcases the Aboriginal people, places and events from across Alberta. Regular features include profiles of artists, entertainers, community leaders, Elders and role models working to better themselves and their communities and preserve Aboriginal culture.



The Aboriginal Newspaper of Alberta

### SASKATCHEWAN SAGE – The Aboriginal Newspaper of Saskatchewan

Publishing since 1996

Monthly distribution of **8,500** copies in Saskatchewan

Includes Saskatoon newstand distribution of **2,000**

Includes Regina newstand distribution of **1,000**

Readership is **35,000**

*Saskatchewan Sage* started publishing after years of fielding requests for an independent and objective Aboriginal publication that unites the Aboriginal people of Saskatchewan. *Saskatchewan Sage* features the Aboriginal news, information and entertainment of importance to Saskatchewan readers.



The Aboriginal Newspaper of Saskatchewan

### RAVEN'S EYE – The Aboriginal Newspaper of BC

Publishing since 1997

Published as part of *Windspeaker*

*Raven's Eye* features the Aboriginal news and information relevant to British Columbia.



The Aboriginal Newspaper of British Columbia

### ONTARIO BIRCHBARK – The Aboriginal Newspaper of Ontario

Publishing since 2002

Published as part of *Windspeaker*

*Ontario Birchbark* features the Aboriginal news and information relevant to Ontario.



The Aboriginal Newspaper of Ontario

### CFWE-FM Radio – The Aboriginal Voice heard throughout Alberta

Broadcasting since 1987

Serving 75+ Aboriginal communities in Alberta

Stay tuned for our launch in the Edmonton region in 2008!

Daily listener numbers are **100,000**.

CFWE, Alberta's first Aboriginal radio station and only Aboriginal Radio Network is continually expanding to serve Alberta's Aboriginal people. CFWE's satellite rebroadcast system now provides coverage to 80% of Alberta's rural population. Future plans include expansion to serve Alberta's urban Aboriginal populations including Edmonton starting in 2008!



The Aboriginal Voice heard throughout Alberta

# AMMSA MISSION

## Our mission

*Windspeaker* is published by the Aboriginal Multi-Media Society (AMMSA) – a non-profit Aboriginal society incorporated in 1983. AMMSA is Aboriginal owned and operated and is financially and politically independent.

AMMSA is controlled by an appointed Board of Directors, which serves to provide guidance and ensure that AMMSA and its products and services reflect the mission of the organization:

**The Aboriginal Multi-Media Society (AMMSA) is the leading independent Aboriginal communications organization committed to facilitating the exchange of information reflecting Aboriginal culture with its diverse audience.**

**AMMSA is dedicated to providing objective and balanced coverage of news, information and entertainment relevant to Aboriginal issues and peoples while maintaining profound respect for the values, principles and traditions of Aboriginal people.**

## Our purpose

Since its inception in 1983, *Windspeaker* has been guided by one driving force – to increase communication for and about Aboriginal people and their communities. With single-minded determination *Windspeaker* has developed into North America's most critically acclaimed, most widely read and most respected Aboriginal publication.

Self-sufficient – *Windspeaker* does not receive any public funding and relies solely on circulation and advertising revenues to continue its invaluable communications service.

Special showcase features and pull-out publications have been developed and include: Aboriginal Scholarship Guide (April), Guide to Indian Country (June), AFN Circle of Trade (July) and Aboriginal History Calendar (December).

*Windspeaker's* reputation, distribution, cost-effectiveness and cost-efficiency makes it the ideal vehicle for communicating your organization's products or services to Canada's Aboriginal people that make up a multi-million dollar market. Aboriginal people are taking increasing control of their own affairs as they move towards self-government. They are developing their own businesses and increasing their economic clout. This wide spread vigour in the Aboriginal community results in millions of dollars in spending each year – a market that is waiting to be accessed.

You will find *Windspeaker* in every First Nation, Métis Settlement, friendship centre, and Inuit and Inuvialuit community in the country. *Windspeaker* has the largest circulation of all Aboriginal news publications in Canada (now more than 25,000) with a total readership of more than 140,000 every issue. More than 110,000 of our readers are Aboriginal. *Windspeaker* boasts the largest paid circulation of any Aboriginal publication in Canada!



# 2011/12 DISTRIBUTION SCHEDULE

## NOVEMBER 2011

WINDSPEAKER + Sage, Raven & Birchbark  
 Deadline Oct. 20  
 Materials Due Oct. 25  
 Mailing Oct. 31

SWEETGRASS  
 Nov. 03  
 Nov. 08  
 Nov. 14

## JUNE 2012 + newstand

WINDSPEAKER + Sage, Raven & Birchbark  
 Deadline May 17  
 Materials Due May 22  
 Mailing May 28

SWEETGRASS  
 May 31  
 June 05  
 June 11

## DECEMBER 2011 + newstand

WINDSPEAKER + Sage, Raven & Birchbark  
 Deadline Nov. 17  
 Materials Due Nov. 22  
 Mailing Nov. 28

SWEETGRASS  
 Dec. 01  
 Dec. 06  
 Dec. 12

## JULY 2012 - BQ 2

WINDSPEAKER + Sage, Raven & Birchbark  
 Deadline June 14  
 Materials Due June 19  
 Mailing June 25

SWEETGRASS  
 June 28  
 July 03  
 July 09

## JANUARY 2012 - BQ4

WINDSPEAKER + Sage, Raven & Birchbark  
 Deadline Dec. 15  
 Materials Due Dec. 20  
 Mailing Dec. 26

SWEETGRASS  
 Jan. 12  
 Jan. 17  
 Jan. 23

## AUGUST 2012

WINDSPEAKER + Sage, Raven & Birchbark  
 Deadline July 12  
 Materials Due July 17  
 Mailing July 23

SWEETGRASS  
 Aug. 09  
 Aug. 14  
 Aug. 20

## FEBRUARY 2012

WINDSPEAKER + Sage, Raven & Birchbark  
 Deadline Jan. 26  
 Materials Due Jan. 31  
 Mailing Feb. 06

SWEETGRASS  
 Feb. 09  
 Feb. 14  
 Feb. 20

## SEPTEMBER 2012

WINDSPEAKER + Sage, Raven & Birchbark  
 Deadline Aug. 23  
 Materials Due Aug. 28  
 Mailing Sep. 03

SWEETGRASS  
 Sep. 06  
 Sep. 11  
 Sep. 17

## MARCH 2012

WINDSPEAKER + Sage, Raven & Birchbark  
 Deadline Feb. 23  
 Materials Due Feb. 28  
 Mailing Mar. 05

SWEETGRASS  
 Mar. 08  
 Mar. 13  
 Mar. 19

## OCTOBER 2012- BQ 3

WINDSPEAKER + Sage, Raven & Birchbark  
 Deadline Sep. 20  
 Materials Due Sep. 25  
 Mailing Oct. 01

SWEETGRASS  
 Oct. 04  
 Oct. 10  
 Oct. 15

## APRIL 2012- BQ 1

WINDSPEAKER + Sage, Raven & Birchbark  
 Deadline Mar. 22  
 Materials Due Mar. 27  
 Mailing Apr. 02

SWEETGRASS  
 Apr. 05  
 Apr. 10  
 Apr. 16

## NOVEMBER 2012

WINDSPEAKER + Sage, Raven & Birchbark  
 Deadline Oct. 18  
 Materials Due Oct. 23  
 Mailing Oct. 29

SWEETGRASS  
 Nov. 01  
 Nov. 06  
 Nov. 12

## MAY 2012 + newstand

WINDSPEAKER + Sage, Raven & Birchbark  
 Deadline Apr. 19  
 Materials Due Apr. 24  
 Mailing Apr. 30

SWEETGRASS  
 May 03  
 May 08  
 May 14

## DECEMBER 2012 + newstand

WINDSPEAKER + Sage, Raven & Birchbark  
 Deadline Nov. 15  
 Materials Due Nov. 20  
 Mailing Nov. 26

SWEETGRASS  
 Nov. 29  
 Dec. 04  
 Dec. 10

**Cancellations accepted only until Friday at 4:00 pm after deadline.  
 Cancellation fees will be charged for cancellations after Friday.**

**Deadline is always a Thursday. Production is always a Wednesday. Mailing is the Monday after production.  
 AMMSA holiday schedule July 23 through August 6, 2012.**

# DISPLAY AD RATE CARD – WINDSPEAKER

Effective: January 1, 2012 AD Size	AGENCY USE ONLY		Display Ad Net Rate
	Agate Line Gross Rate	Agate Line Net Rate	
<b>Full Page</b> (5 col (10.25 in) X 15.5 in) 77.5 column inches - 1085 lines	\$4,340.00	\$3,689.00	\$2,995.00
<b>1/2 Page Vertical</b> (3 col (6.1 in) X 15 in) 45 column inches - 630 lines	\$2,520.00	\$2,142.00	\$1,650.00
<b>1/2 Page Horizontal</b> (5 col (10.25 in) X 8 in) 40 column inches - 560 lines	\$2,240.00	\$1,904.00	\$1,550.00
<b>1/3 Page Vertical</b> (3 col (6.1 in) X 9 in) 27 column inches - 378 lines	\$1,512.00	\$1,285.20	\$1,125.00
<b>1/3 Page Horizontal</b> (5 col (10.25 in) X 5 in) 25 column inches - 350 lines	\$1,400.00	\$1,190.00	\$1,075.00
<b>1/4 Page Vertical</b> (3 col (6.1 in) X 7 in) 21 column inches - 294 lines	\$1,176.00	\$999.60	\$850.00
<b>1/4 Page Horizontal</b> (5 col (10.25 in) X 4 in) 20 column inches - 280 lines	\$1,120.00	\$952.00	\$800.00
<b>3 col X 5</b> (3 col (6.1 in) X 5 in) 15 column inches - 210 lines	\$840.00	\$714.00	\$580.00
<b>3 col X 4</b> (3 col (6.1 in) X 4 in) 12 column inches - 168 lines	\$672.40	\$571.20	\$470.00
<b>1/8 Page</b> (2 col (4 in) X 5 in) 10 column inches - 140 lines	\$560.00	\$476.00	\$365.00
<b>1/8 Page Strip</b> 5 col (10.25 in) X 2 in) 10 column inches - 140 lines	\$560.00	\$476.00	\$365.00
<b>2 col X 4</b> (2 col (4 in) X 4 in) 8 column inches - 112 lines	\$448.00	\$380.80	\$280.00
<b>2 col X 3</b> (2 col (4 in) X 3 in) 6 column inches - 84 lines	\$336.00	\$285.60	\$240.00
<b>Business Card</b> (2col (4 in) X 2 in) OR (1col (2 in) X 4 in) 4 col. inches - 56 lines	\$224.00	\$190.40	\$150.00

## Rates:

All prices listed are **NET** based on:  
\$47.60 per column inch – \$3.40 per agate

Windspeaker **GROSS** rates are:  
\$56.00 per column inch – \$4.00 per agate

## Booking Deadline:

Thursday – **noon** –  
11 calendar days prior to publication date

## Material Deadline:

Tuesday – **noon** –  
6 calendar days prior to publication date

## Prepayment:

All new accounts require credit application and approval. Applications received less than 2 weeks prior to publication must include pre-payment.



## Color Charges:

Full color: +\$550.00

## Preferred Placement:

For inside front, inside back and outside back:  
+\$550.00

## Inserts:

\$250 per 1000  
Final size cannot exceed  
8.5" wide and 11" tall.  
Additional costs may be charged due to  
excess weight or additional handling

Customer supplied inserts.

Sample of insert (actual or PDF file)  
will be required for exact quotation.

# DISPLAY AD RATE CARD – SAGE, RAVEN'S EYE & BIRCHBARK

Effective: January 1, 2012 AD Size	Prices listed are for EACH publication	AGENCY USE ONLY		Display Ad Net Rate
		Agate Line Gross Rate	Agate Line Net Rate	
<b>Full Page</b> (5 col (10.25 in) X 15.5 in) 77.5 column inches - 1085 lines		\$2,170.00	\$1,844.50	\$1,497.50
<b>1/2 Page Vertical</b> (3 col (6.1 in) X 15 in) 45 column inches - 630 lines		\$1,260.00	\$1,071.00	\$825.00
<b>1/2 Page Horizontal</b> (5 col (10.25 in) X 8 in) 40 column inches - 560 lines		\$1,120.00	\$952.00	\$775.00
<b>1/3 Page Vertical</b> (3 col (6.1 in) X 9 in) 27 column inches - 378 lines		\$756.00	\$642.60	\$562.50
<b>1/3 Page Horizontal</b> (5 col (10.25 in) X 5 in) 25 column inches - 350 lines		\$700.00	\$595.00	\$537.50
<b>1/4 Page Vertical</b> (3 col (6.1 in) X 7 in) 21 column inches - 294 lines		\$588.00	\$499.80	\$425.00
<b>1/4 Page Horizontal</b> (5 col (10.25 in) X 4 in) 20 column inches - 280 lines		\$560.00	\$476.00	\$400.00
<b>3 col X 5</b> (3 col (6.1 in) X 5 in) 15 column inches - 210 lines		\$420.00	\$357.00	\$290.00
<b>3 col X 4</b> (3 col (6.1 in) X 4 in) 12 column inches - 168 lines		\$336.20	\$285.60	\$235.00
<b>1/8 Page</b> (2 col (4 in) X 5 in) 10 column inches - 140 lines		\$280.00	\$238.00	\$182.50
<b>1/8 Page Strip</b> (5 col (10.25 in) X 2 in) 10 column inches - 140 lines		\$280.00	\$238.00	\$182.50
<b>2 col X 4</b> (2 col (4 in) X 4 in) 8 column inches - 112 lines		\$224.00	\$190.40	\$140.00
<b>2 col X 3</b> (2 col (4 in) X 3 in) 6 column inches - 84 lines		\$168.00	\$142.80	\$120.00
<b>Business Card</b> (2col (4 in) X 2 in) OR (1 col (2 in) X 4 in) 4 col. inches - 56 lines		\$112.00	\$95.20	\$75.00

## Rates: (For each publication)

All prices listed are **NET** based on:  
\$23.80 per column inch – \$1.70 per agate

Provincial publications **GROSS** rates are:  
\$28.00 per column inch – \$2.00 per agate

## Booking Deadline:

Thursday – **noon** –  
11 calendar days prior to publication date

## Material Deadline:

Tuesday – **noon** –  
6 calendar days prior to publication date

## Prepayment:

All new accounts require credit application and approval.  
Applications received less than 2 weeks prior to publication  
must include pre-payment.



## Color Charges:

Full color: +\$550.00

## Preferred Placement:

N/A

## Inserts:

\$250 per 1000

Final size cannot exceed  
8.5" wide and 11" tall.

Additional costs may be charged due to  
excess weight or additional handling

Customer supplied inserts.

Sample of insert (actual or PDF file)  
will be required for exact quotation.

# DISPLAY AD RATE CARD – SWEETGRASS

Effective: January 1, 2012 AD Size	AGENCY USE ONLY		Display Ad Net Rate
	Agate Line Gross Rate	Agate Line Net Rate	
<b>Full Page</b> (5 col (10.25 in) X 15.5 in) 77.5 column inches - 1085 lines	\$2,658.25	\$2256.80	\$1,635.00
<b>1/2 Page Vertical</b> (3 col (6.1 in) X 15 in) 45 column inches - 630 lines	\$1,543.50	\$1310.40	\$990.00
<b>1/2 Page Horizontal</b> (5 col (10.25 in) X 8 in) 40 column inches - 560 lines	\$1,372.00	\$1,164.80	\$890.00
<b>1/3 Page Vertical</b> (3 col (6.1 in) X 9 in) 27 column inches - 378 lines	\$926.10	\$786.24	\$620.00
<b>1/3 Page Horizontal</b> (5 col (10.25 in) X 5 in) 25 column inches - 350 lines	\$857.50	\$728.00	\$565.00
<b>1/4 Page Vertical</b> (3 col (6.1 in) X 7 in) 21 column inches - 294 lines	\$720.30	\$611.52	\$480.00
<b>1/4 Page Horizontal</b> (5 col (10.25 in) X 4 in) 20 column inches - 280 lines	\$686.00	\$582.40	\$450.00
<b>3 col X 5</b> (3 col (6.1 in) X 5 in) 15 column inches - 210 lines	\$514.50	\$436.80	\$360.00
<b>3 col X 4</b> (3 col (6.1 in) X 4 in) 12 column inches - 168 lines	\$411.60	\$349.44	\$310.00
<b>1/8 Page</b> (2 col (4 in) X 5 in) 10 column inches - 140 lines	\$343.00	\$291.20	\$270.00
<b>1/8 Page Strip</b> (5 col (10.25 in) X 2 in) 10 column inches - 140 lines	\$343.00	\$291.20	\$270.00
<b>2 col X 4</b> (2 col (4 in) X 4 in) 8 column inches - 112 lines	\$274.40	\$232.90	\$200.00
<b>2 col X 3</b> (2 col (4 in) X 3 in) 6 column inches - 84 lines	\$205.80	\$174.72	\$160.00
<b>Business Card</b> (2col (4 in) X 2 in) OR (1col (2 in) X 4 in) 4 col. inches - 56 lines	\$137.20	\$116.48	\$110.00

**Rates:** (For each publication)  
All prices listed are **NET** based on:  
\$29.12 per column inch – \$2.08 per agate

Provincial publications **GROSS** rates are:  
\$34.30 per column inch – \$2.45 per agate

**Booking Deadline:**  
Thursday – **noon** –  
11 calendar days prior to publication date

**Material Deadline:**  
Tuesday – **noon** –  
6 calendar days prior to publication date

**Prepayment:**  
All new accounts require credit application and approval.  
Applications received less than 2 weeks prior to publication  
must include pre-payment.



**Color Charges:**  
Full color: +\$550.00

**Preferred Placement:**  
For inside back and outside back:  
+\$550.00

**Inserts:**  
\$180 per 1000 on Canada Post copies  
Additional costs may be charged due to  
excess weight or additional handling  
\$100 per 1000 on Newstand copies  
Final size cannot exceed  
8.5" wide and 11" tall.

Customer supplied inserts.

Sample of insert (actual or PDF file)  
will be required for exact quotation.