

FREE JIVE WEEKLY BOW VALLEY

RATE CARD 2010



The Free Jive Weekly is a refreshing & clever publication. Unlike conventional media, we concentrate on the fun & positive side of today's world.

With our sharp attention to detail, thorough distribution & innovative advantages for advertisers, the Free Jive Weekly has proven to be an excellent advertising vehicle for hundreds of corporate and small companies alike.

WWW.FREEJIVEWEEKLY.COM

CURIOS CONTENT. SERIOUS EXPOSURE.

DISTRIBUTION

WELL READ – Over 9,000 copies distributed weekly in Alberta (39,000+ monthly) - over 2,000 copies / week in the Bow Valley alone. With an average of 3.5 readers per copy, total readership per issue exceeds 30,000 monthly in the Bow Valley (135,000+ monthly throughout Alberta)

EXCELLENT DISTRIBUTION PARTNERSHIPS – Delivered to over 400 locations within 8 separate districts. Ads may be run in any number of districts. The Free Jive Weekly is available in restaurants, pubs, coffee shops & waiting areas.

UNIQUE DISPLAYS – Our eye-catching stands are made out of recycled 12” vinyl records.

OVER 5 MILLION COPIES PRINTED – We have been in circulation for over 8 years.

THE FREE JIVE WEEKLY DISTRIBUTES MORE THAN 1,000 PAPERS TO EACH OF THESE 8 SEPARATE DISTRICTS EVERY WEEK:

Canmore	▶ The birthplace of the Free Jive Weekly - a booming mountain town
Banff	▶ One of Canada's most popular tourist areas
Core Edition	▶ Downtown Core, Chinatown, Eau Claire - Home to over 4,500 businesses
The Uptown	▶ Uptown 17th SW, Mount Royal, Mission, Marda Loop, Bankview, Altadore...
Stadium Edition	▶ Kensington, SAIT, U of C, Banff Trail, Rosedale, Charleswood, Brentwood...
Station Edition	▶ Market Mall, Dalhousie, Crowfoot Crossing, Varsity, Northland Mall...
The Park Edition	▶ Beddington Heights, Huntington Hills, Sandstone, MacEwan...
Northern Hills	▶ Hidden Valley, Panorama, Country Hills, Coventry, Harvest Hills...

KEY ADVANTAGES

AFFORDABLE EXPOSURE TO A LOYAL READERSHIP

HIDDEN ANSWER – We have developed an interactive element with our Trivia and Celebrity Scramble sections to ensure the reader looks at the print in every ad. (Try Trivia Question #1)

HIGH QUALITY PRESENTATION – The Free Jive Weekly presents a clean, clever & professional image. It is printed on high quality 80-lb paper.

HIGH EXPOSURE – Due to our single page design all ads are extremely prominent, always appearing on the front or back. Ad placement rotates randomly front to back weekly.

FOCUSED AD DOLLARS – The distribution of each edition is district specific. Therefore, an advertiser can focus their ad dollars on the areas which bring them the most business.

REPETITION – Our economical rates allow for long term weekly ad repetition. This is key to branding and developing a steady clientele base.

POSITIVE PROMOTION – Our uplifting content is great for the whole family.

COMMUNITY INVOLVEMENT – The Free Jive Weekly has & will continue to donate tens of thousands of dollars in advertising to the Non-Profit sector.

FREE AD CHANGES – You may change the text in your ad weekly at no extra charge.

FREE AD DESIGN – Our professional team of designers are included!

ADVERTISING RATES

All ads in the Free Jive Weekly are sold on a yearly basis. Due to our limited ad space, this allows the advertiser to reserve their placement & price for the year. As well, this ensures that each advertiser receives the repetition that is key to effective promotion. The advertiser does have the option of discontinuing their ad without penalty at the end of each quarter, therefore, the minimum commitment is 13 weeks.

We do offer a 10% discount on pre-payment of a full year contract as well as a 5% discount on six month pre-payment.



Recycled 12" Vinyl Record Displays

A 3 x 1.85		B 3 x 3.9	D 3 x 8
C 3 x 5.95			
ADVERTISERS: • ABBOTT-KIMBLE has long been recognized as the nation's leading manufacturer of high quality, low cost, and reliable products. We are now seeking qualified individuals for the position of Sales Representative in the Western United States. For more information, please contact: [Contact Info] • [Other Advertisers]			
ADVERTISERS: • [Other Advertisers]			

	AD SIZE	1 DISTRICT	2+ DISTRICTS
WEEKLY AD COST BREAKDOWN Priced on a Per Week, Per District Basis	A	\$40	\$30
	B	\$70	\$55
	C	\$100	\$80
	D	\$120	\$105
GROSS QUARTERLY AD COST	A	\$520	\$780
	B	\$910	\$1430
	C	\$1300	\$2080
	D	\$1560	\$2730

NORTH AMERICA'S PREMIER RESTAURANT PUBLICATION



TESTIMONIALS

"The Free Jive Weekly has been an effective and affordable advertising tool for us. We have been a client for 7 years now and have been increasingly impressed with their product and service."

– **Denise Richards, General Manager, Yuk Yuks Comedy Cabaret**
This venue has featured such stars as Jay Leno, Howie Mandel & Jerry Seinfeld

"We have been treated with reliable service and a high quality weekly advertisement. We are able to justify the more than reasonable cost with the overwhelming popularity of the Free Jive Weekly."

– **Peter Daye, General Manager, Calgary Tower**
Calgary's most famous and identifiable landmark

FREE JIVE WEEKLY BOW VALLEY

Chris Wyman

P: 403.609.7384 E: cwyman@freejiveweekly.com

FREE JIVE WEEKLY HEAD OFFICE

TOLL FREE: 877 MY FJW BIZ (693 5924) info@freejiveweekly.com

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