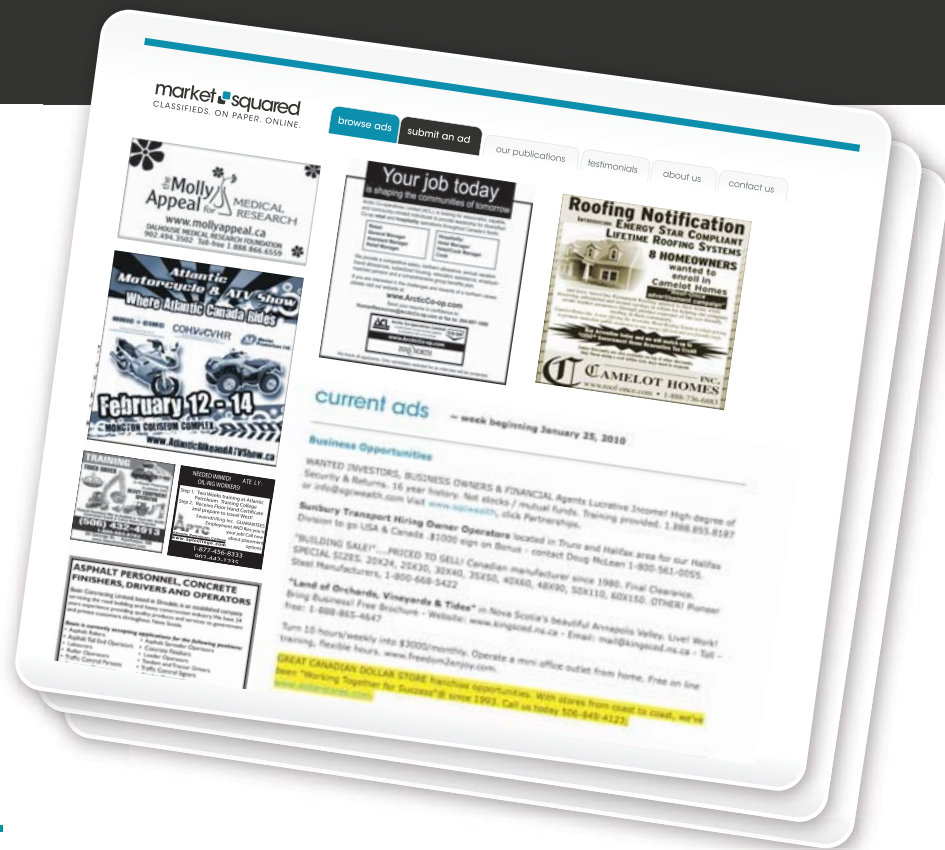


market squared
 ADVERTISING. ON PAPER. ONLINE.
marketsquared.adatlantic.com



Your message on print and online.

Through our newly launched Market Squared, we offer one-stop ad placement for all of your advertising needs at a fraction of the regular cost to place individual classified ads.

Our member newspapers offer an excellent route into Atlantic Canadian households. Whether you are selling a product,

have a position to fill, or are promoting an event, Market Squared is a proven way of getting your message out on paper and online.

For more information about Market Squared, contact your local newspaper's advertising sales representative today!



Who's looking at community media?

Community newspaper readership is strong in Atlantic Canada.

78% of women

80% of adults age 35-49

79% of adults with children

81% of college-educated adults

78% of homeowners

80% of adults with household incomes over \$75K (i.e., household income >\$75K)

Source: ComBase 2008-2009, Atlantic Canada

One-stop ad placement. A fraction of the regular cost.

We offer one-stop ad placement for all of your advertising needs at a fraction of the regular cost. Placing an ad is easier than ever. Contact your local representative, the adAtlantic Advertising Department at 1-877-842-4480 or submit your ad online at marketsquared.adatlantic.com.



1 x 2

2 inches x 2 inches



2 x 2

3.75 inches x 2 inches



2 x 4

3.75 inches x 4 inches

Word Advertising Rates

Your word ad (25 words or less) is placed in our member newspapers and on websites for \$179.00. Additional words are \$5.00 each.

Display Advertising Rates

Place your display ad in our member newspapers and on websites for \$200.00 per column inch. The maximum ad size accepted is 8 column inches.

Size	Column Inches	Cost
1 column x 2 inches	2 x \$200.00	\$400.00
2 columns x 2 inches	4 x \$200.00	\$800.00
2 columns x 4 inches	8 x \$200.00	\$1600.00

National Word Advertising

We can also extend the reach of your word ad by placing it in community newspapers across Canada.

Region	# Papers	Circ.	25 Words	+ Words
British Columbia/Yukon	109	2,002,632	\$395.00	\$9.00
Alberta/NWT	114	831,899	\$249.00	\$8.00
Saskatchewan	86	362,950	\$199.00	\$4.00
Manitoba	45	379,099	\$179.00	\$5.00
Eastern	21	300,061	\$119.00	\$5.00
Western	24	79,038	\$119.00	\$5.00
Ontario	197	2,235,207	\$429.00	\$6.00
Western	63	415,831	\$133.00	\$6.00
Central	43	762,671	\$139.00	\$6.00
Eastern	62	874,140	\$143.00	\$6.00
Northern	29	182,565	\$82.00	\$6.00
Quebec	28	439,690	\$160.00	\$6.00
Quebec (French)	136	4,014,558	\$709.00	\$25.45
Atlantic	63	504,211	\$179.00	\$5.00
Across Canada (English only)	634	6,589,541	\$1770.00	\$43.00

Ad solutions for businesses of all shapes and sizes.

We have successfully placed ads for companies and organizations of many different backgrounds, sizes and industries, including these examples.

- Oil & Gas
- Events & Announcements
- Government & Not-for-Profit
- Goods & Services
- Travel & Tourism
- Careers & Recruiting
- Construction
- Education & Training

Sheffield School of Interior Design

"We have been running ads with the adAtlantic group of newspapers since 2001 and have consistently received an excellent response. adAtlantic's classified program is the easiest and most cost-effective way for us to reach potential students in the East Coast of Canada. Each year, we have increased our advertising expenditures with adAtlantic because, quite simply, advertising with them works!"

Laura Campbell

Ad Exec, Sheffield School of Interior Design

Our diverse client list includes:

Arctic Co-Operatives Limited
AVON Canada Inc.
Big Iron Drilling
Bluenose RV Centre
Bucyrus Canada Limited
Canadian College of Osteopathy
Canship Uglan Ltd.
Carpenter Millwright Trades College
Crosbie Salamis Limited
Dalhousie University Foundation
Day Advertising
Frontier School Division Manitoba
Gem Health Care Group
Girl Guides of Canada
Government of the Northwest Territories
Heart and Stroke Foundation of Nova Scotia
Irving Shipbuilding Inc.
Lafarge Canada Inc.
Laidlaw Carriers Van LP
Mahone Nursing Home
Maritime Environmental Training Institute
Maritime Permanent Roofing
Master Promotion Ltd.
Northern Transportation Co. Ltd.
Nova Scotia Environmental Network
O'Brien Motor Coach Tours Ltd.
Origin Biomed
Provincial Aerospace Ltd.
Qikiqtarjuaq (Municipality of)
RSM Mining Services Inc.
Specialized Rigging Services
Terrain Group
The Northwest Company
VShips Canada Inc.
West End Yachts Ltd. Bermuda

Full coverage in over 60 community newspapers.

The following publications in Atlantic Canada participate in our Market Squared advertising program. At the present time french language publications and monthly publications do not participate.

New Brunswick

Bathurst - Northern Light
Campbellton - Tribune
Fredericton - [here]
Grand Falls - Victoria Star
Moncton - [here]
Miramichi - Leader
Miramichi - Leader - Weekend
Sackville - Tribune-Post
Saint John - [here]
St. Stephen - Courier
St. Stephen - Courier Weekend
Sussex - Kings County Record
Woodstock - Bugle Observer
Woodstock - Bugle Observer - Weekend

Newfoundland and Labrador

Carbonear - Compass
Clarenville - Packet
Gander - Beacon
Grand Falls-Windsor - Advertiser
Happy Valley-Goose Bay - Labrador
Harbour Breton - Coaster
Labrador City - Aurora
Lewisporte - Pilot
Marystown - Southern Gazette
Placentia - Charter
Port Aux Basques - Gulf News
Springdale - Nor'Wester
St. Anthony - Northern Pen
Stephenville - Georgian

Prince Edward Island

Alberton - West Prince Graphic
Montague - Eastern Graphic
Montague - Island Farmer
Montague - Kwimu Messenger

Nova Scotia

Amherst - Citizen
Annapolis County - Spectator
Antigonish - Casket
Bass River - Shoreline Journal
Bedford-Sackville - Community News
Bedford-Sackville - Weekly News
Bridgewater - Bulletin
Chester - Clipper
Chester - Times
Dartmouth - Community News
Dartmouth-Cole Harbour - Weekly News
Digby - Courier
Enfield - Weekly Press
Fall River - Laker
Guysborough - Journal
Halifax - Community News
Halifax West-Clayton Park - Weekly News
Inverness - Oran
Kentville - Kings County Advertiser
Kentville - Kings County Register
Liverpool - Queens County Advance
Lunenburg - Progress Enterprise
Lunenburg/Queens - Lighthouse Log
Oxford - Journal
Pictou - Advocate
Port Hawkesbury - Reporter
Shelburne - Coast Guard
Springhill - Record
Tatamagouche - Light
Windsor - Hants Journal
Yarmouth - Vanguard