

# RC

## RURAL COUNCILLOR

### THE VOICE OF RURAL SASKATCHEWAN

## 2017 RATE CARD

PUBLISHED BY THE SASKATCHEWAN  
ASSOCIATION OF RURAL MUNICIPALITIES  
Publications Agreement #40062693

Reaching the top decision-makers in rural Saskatchewan, the *Rural Councillor* is an excellent way to connect your products and services to those key individuals who manage nearly \$200 million in municipal goods and services annually for all 296 rural municipalities in the province. Give us a call to get maximum exposure to the right audience.

### ABOUT US

The *Rural Councillor* is the official publication of SARM and the Rural Municipal Administrator's Association of Saskatchewan (RMAA). It provides an in-depth look at current issues facing rural Saskatchewan. Regular contributors include SARM board members and staff, the RMAA, Saskatchewan ministries, Saskatchewan Crime Stoppers, the Agriculture Health and Safety Network, and more.

### DISTRIBUTION

The *Rural Councillor* is published four times per year in full-colour. Distribution of the magazine is provided online and through hard copy to around 3,000 contacts, including the top rural leaders in the province, MLAs, government departments and subscribers.

### 2017 DEADLINES

- |                    |                                                                                                                               |
|--------------------|-------------------------------------------------------------------------------------------------------------------------------|
| <b>SPRING 2017</b> | <b>Issue Theme:</b><br><i>Economy and Infrastructure</i><br><b>Ad Copy: January 31</b><br><i>Insertion Orders: January 30</i> |
| <b>SUMMER 2017</b> | <b>Issue Theme:</b><br><i>Recreation and Tourism</i><br><b>Ad Copy: May 10</b><br><i>Insertion Orders: May 9</i>              |
| <b>FALL 2017</b>   | <b>Issue Theme:</b><br><i>Agriculture and Environment</i><br><b>Ad Copy: August 9</b><br><i>Insertion Orders: August 8</i>    |
| <b>WINTER 2017</b> | <b>Issue Theme:</b><br><i>SARM's Year End Review</i><br><b>Ad Copy: October 3</b><br><i>Insertion Orders: October 2</i>       |

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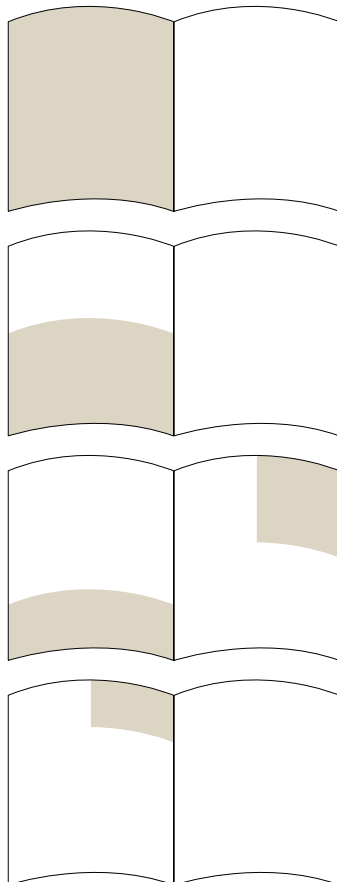
## RURAL COUNCILLOR



**THE VOICE OF RURAL SASKATCHEWAN**

### RATES

Prices listed are based on digitally supplied artwork in full color, and sizes are listed as width by height.



		<b>1X</b>	<b>4X</b>
<b>Back Cover</b>	Full bleed: 8.75" x 11.25" OR No bleeds: 8" x 10.5"	<b>\$1700</b>	<b>\$1590</b>
<b>Inside Cover</b>	Full bleed: 8.75" x 11.25" OR No bleeds: 8" x 10.5"	<b>\$1540</b>	<b>\$1430</b>
<b>Full page</b>	Full bleed: 8.75" x 11.25" OR No bleeds: 8" x 10.5"	<b>\$1170</b>	<b>\$1065</b>
		<b>1X</b>	<b>4X</b>
<b>1/2 Page</b>	Full bleeds: 8.75" x 5.5" OR No bleeds: 8" x 5.125"	<b>\$855</b>	<b>\$790</b>
		<b>1X</b>	<b>4X</b>
<b>1/4 Page</b>			
<i>Vertical</i>	Full bleeds: 4.25" x 5.5" OR No bleeds: 3.875" x 5.125"	<b>\$540</b>	<b>\$500</b>
<i>Horizontal</i>	Full bleeds: 8.75" x 2.75" OR No bleeds: 8" x 2.5"	<b>\$540</b>	<b>\$500</b>
		<b>1X</b>	<b>4X</b>
<b>1/8 Page</b>	Full bleeds: 4.25" x 2.7" OR No bleeds: 3.875" x 2.5"	<b>\$400</b>	<b>\$345</b>

### ADVERTISING SPECIFICATIONS

Advertisements must be submitted electronically to [wnerby@benchmarkpr.ca](mailto:wnerby@benchmarkpr.ca). If you have trouble with your email server handling the file size, please supply the file on disk to:

Benchmark Public Relations • 2260 McIntyre St. • Regina, SK S4P 2R9 • Attn: Nicole Williams

You can also use [wetransfer.com](http://wetransfer.com) or [dropbox.com](http://dropbox.com) for free if your file is too large to send by email. Supply files in press quality PDF format with all fonts and 300dpi (min.) CMYK images embedded. **NO CROP MARKS. All full bleed ads** (bleeds are included in the above full bleed ad sizes) **must include a minimum margin of 0.375" around all ad edges. Please DO NOT include text or graphics that you do not want cut off by the printer in this area. Note: the live sizes of full bleed ads are the full bleed ad sizes minus 0.25" (i.e., the full page live ad size is 8.5" x 11").**



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Photo: Chris Hartman

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### TERMS & CONDITIONS

The total outstanding amount is due and payable by the end of the month in which distribution occurs. Overdue accounts will be charged 1.5% interest per month. **Make cheques payable to SARM.**

### CONTACT US

#### SASKATCHEWAN ASSOCIATION OF RURAL MUNICIPALITIES (SARM)

220 - 2221 Cornwall Street  
Regina, SK S4P 2L1

**Phone:** 306.757.3577

**Toll Free:** 1.800.667.3604

**Fax:** 306.565.2141

**Website:** [www.sarm.ca](http://www.sarm.ca)

#### BENCHMARK PUBLIC RELATIONS INC.

2260 McIntyre Street  
Regina, SK S4P 2R7

**Phone:** 306.522.9326

**Email:** [info@benchmarkpr.ca](mailto:info@benchmarkpr.ca)

**Website:** [www.benchmarkpr.ca](http://www.benchmarkpr.ca)

#### SALES: WARREN NERBY

T: 306.790.1045

C: 306.539.8286

[wnerby@benchmarkpr.ca](mailto:wnerby@benchmarkpr.ca)

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## RURAL COUNCILLOR



# 2017

# INSERTION ORDER CONTRACT

## CLIENT INFORMATION

Client: \_\_\_\_\_ Contact Person: \_\_\_\_\_  
 \_\_\_\_\_  
 Address: \_\_\_\_\_ Authorized Signature: \_\_\_\_\_  
 City: \_\_\_\_\_ Postal Code: \_\_\_\_\_ Email Address: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Fax: \_\_\_\_\_ Purchase Order Number: \_\_\_\_\_

## SPECIFICATIONS & PRODUCTION

The *Rural Councillor* is an 8.5" x 11" glossy magazine, with roughly 3,000 copies printed and distributed across Saskatchewan. The production schedule for 2017 is as follows:

<b>SPRING 2017</b>	Insertion Order Deadline: Jan. 30	Ad Copy Deadline (all materials): Jan. 31	Distribution: Feb. 24
<b>SUMMER 2017</b>	Insertion Order Deadline: May 9	Ad Copy Deadline (all materials): May 10	Distribution: June 1
<b>FALL 2017</b>	Insertion Order Deadline: Aug. 8	Ad Copy Deadline (all materials): Aug. 9	Distribution: Sept. 1
<b>WINTER 2017</b>	Insertion Order Deadline: Oct. 2	Ad Copy Deadline (all materials): Oct. 3	Distribution: Oct. 27

## ADVERTISING SPECIFICATIONS

(See rate card for sizes)

Prices listed are based on digitally supplied artwork in full color. Submit all ads electronically to [wnerby@benchmarkpr.ca](mailto:wnerby@benchmarkpr.ca). You can also send it by [wetransfer.com](http://wetransfer.com) or [dropbox.com](http://dropbox.com) for free if your file is too large to send by email. Supply files in print optimized PDF format with all fonts and 300 dpi (min.) CMYK images embedded. **NO CROP MARKS. Full bleed ads must include a 0.375" margin on all edges. Do not include text or graphics that you do not want cut off in this area.**

*Please check the ad size to the right that you wish to purchase.*

	<b>Pricing</b>	<b>1X</b>	<b>4X</b>
<input type="checkbox"/> Back Cover		\$1700	\$1590
<input type="checkbox"/> Inside Cover		\$1540	\$1430
<input type="checkbox"/> Full Page		\$1170	\$1065
<input type="checkbox"/> 1/2 Page		\$855	\$790
<input type="checkbox"/> 1/4 Page Vertical		\$540	\$500
<input type="checkbox"/> 1/4 Page Horizontal		\$540	\$500
<input type="checkbox"/> 1/8 Page		\$400	\$345

## SUMMARY

\_\_\_\_\_ Display Space \_\_\_\_\_ Contract currently in place: \_\_\_\_\_  
 \_\_\_\_\_  
 Special Placement \_\_\_\_\_  
 GST (5%) \_\_\_\_\_  
 Subtotal \_\_\_\_\_  
 Subtotal x \_\_\_\_\_ number of issues \_\_\_\_\_  
 Multiple Insertion Discount \_\_\_\_\_

Currently committed advertising issues: (check below)

**SPRING 2017** Insertion Order Deadline: Jan. 30  
 **SUMMER 2017** Insertion Order Deadline: May 9  
 **FALL 2017** Insertion Order Deadline: Aug. 8  
 **WINTER 2017** Insertion Order Deadline: Oct. 2

**GRAND TOTAL** \_\_\_\_\_

## CONTACT TERMS & CONDITIONS

**WARREN NERBY** Benchmark Public Relations  
 2260 McIntyre Street  
 Regina, Sask. S4R 7M3  
 T: (306) 790-1045  
 C: (306) 539-8286  
 E: [wnerby@benchmarkpr.ca](mailto:wnerby@benchmarkpr.ca)

The total outstanding amount is due and payable by the end of the month in which distribution occurs. Overdue accounts will be charged 1.5% interest per month. **Make cheques payable to:**

**Saskatchewan Association of Rural Municipalities (SARM)**  
 200 - 2221 Cornwall Street  
 Regina, Sask. S4P 2L1