



*Serving the Robson Valley Region since 2010*

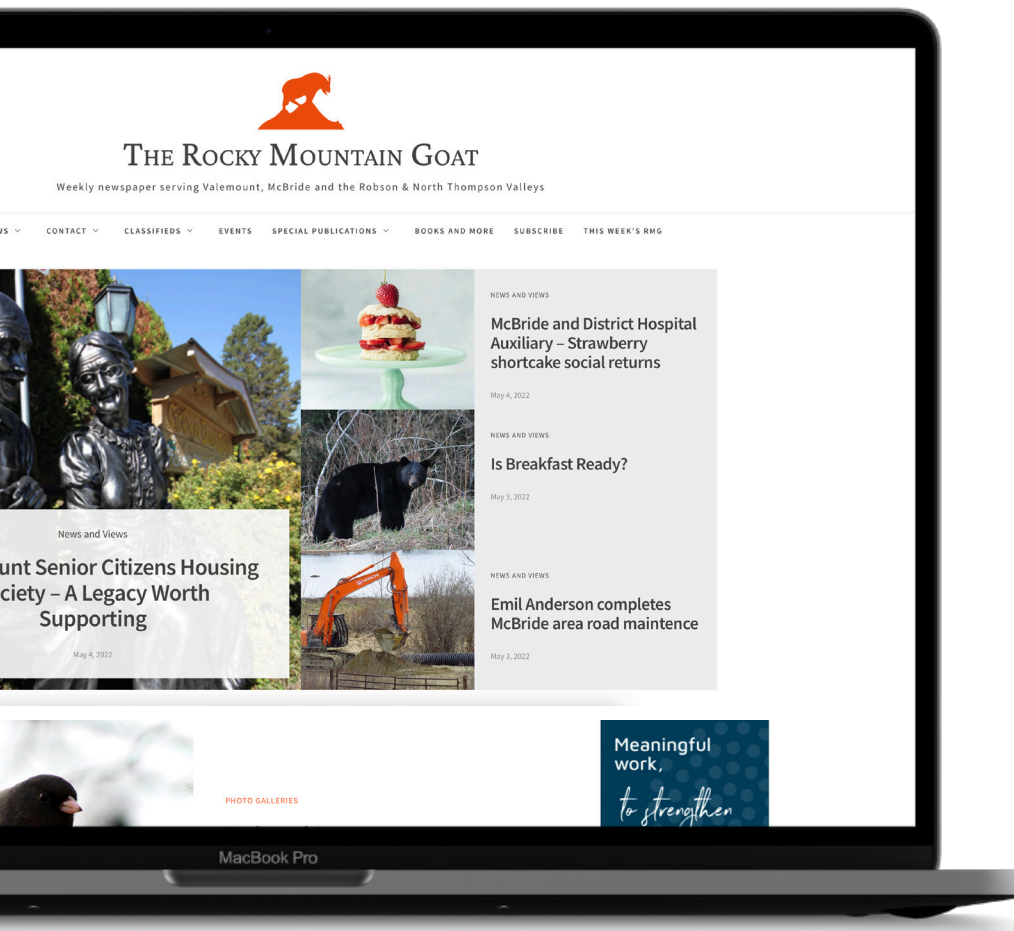
Since 2010, the Rocky Mountain Goat has covered the Robson Valley region, including Valemount, McBride, Dunster, Blue River, Dome Creek and Crescent Spur, serving a population of about 5,000 people. We also deliver free copies to Blue River, Jasper and Prince George. The paper is distributed every Thursday.

The Goat has broken important stories such as the Valemount Glacier Destinations proposal, Borealis GeoPower geothermal exploration, and long-form investigative features on the failed ecoTECH Energy project and the 2014 Buehler- RCMP shooting.

We strive for excellence both in editorial and advertising and we've been recognized by our peers in the industry with awards at the provincial and national levels. We pride ourselves on delivering solid journalism and maintaining a devoted local and regional readership.



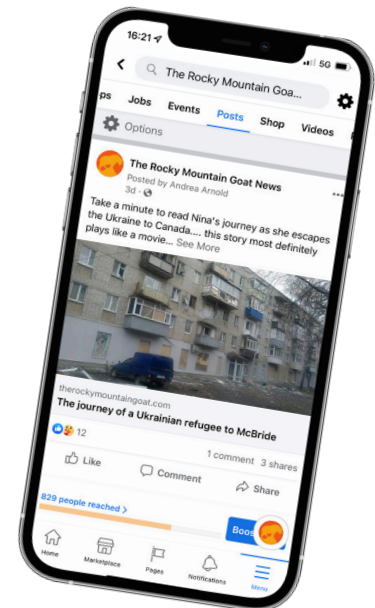
# Monthly Statistics



We post many of our stories and breaking news on our website, which has an average of 24 000 monthly views.



Our Facebook page content reaches approximately 26, 000 people and has an average of 1500 page visits per month.



# Ad sizes and Rates



	w (column) x h(inches)	w x h	Rate (b&w)	Rate (col)
Full page	6 x 15.5	10.25 x 15.5	\$1172	\$1367
Half page	6 x 7.25	10.25 x 7.25	\$529	\$617
1/4 page	3 x 7.75	5 x 7.75	\$265	\$309
Banner	6 x 2.5	10.25 x 2.5	\$151	\$176

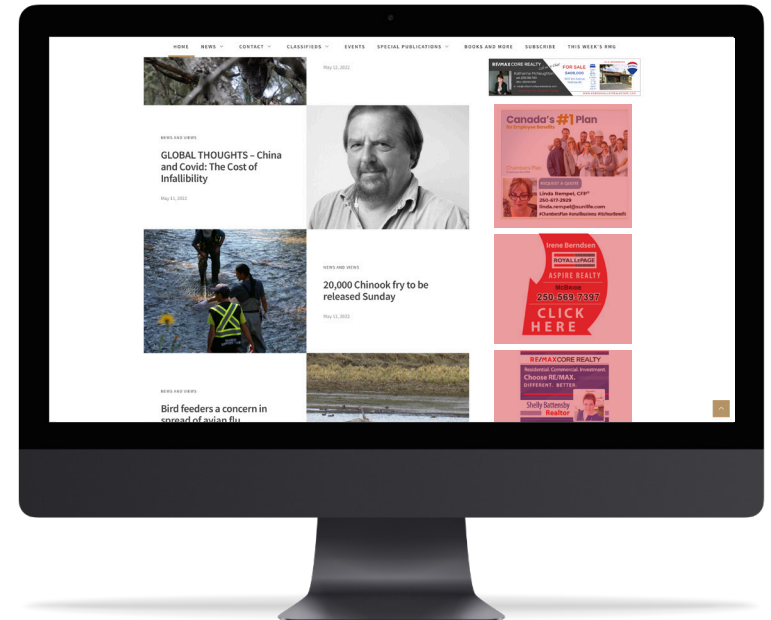
*\*All rates in the table are our national prices for 1x placement*

For all other sizes not specified here, please contact us at  
[ads@goatnewsmedia.com](mailto:ads@goatnewsmedia.com)

## Web ads

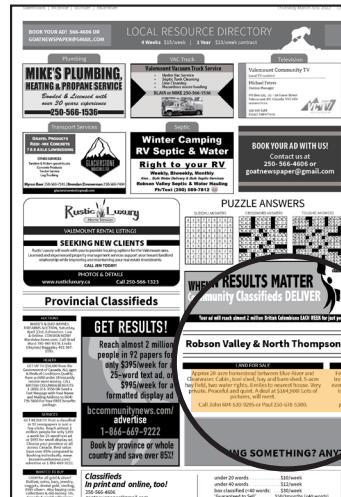
We can display ads on our website!

Online ads 300px by 300px are \$8/day. Every additional 100px in height is an extra \$1/ day. The ad will appear on the homepage and on every post on our website.



## Classified ads

Classified ads are \$10/week for under 20 words, \$12/week for under 40 words, and \$30 for a box classified (with border) under 40 words.





# Additional Info

## NEW Service

**Facebook post advertising** - This means that we post your ad on our Facebook page for additional exposure to our online audience!

**Rates** - \$20 per post for a Facebook only post  
\$15 per post if this is in addition to print ad in our paper

## Deadlines

Our advertising booking deadline is Friday noon for the following Thursday. Camera-ready ads can be sent to us as late as Monday noon for Thursday's publication.

*Deadlines apply to print ads only.*

## Ad specs

**Camera-ready ads:** colour print ads must be in CMYK and should avoid using small white text against a colour background.

**File type:** PDF, JPG or TIFF

**Complete ad creation:** \$10 design fee with unlimited revisions

✉ [ads@goatnewsmedia.com](mailto:ads@goatnewsmedia.com)

☎ (250) 566-4606

## Discounts

We have discounts for long- term ad contracts for in- content ads.  
10% off for 4-8 insertions 20% off for 9+ insertions

Bigger discounts on longer term contracts (ex. 1 year) are negotiable. First-time advertiser discount is an additional 15% off!

## Contact us!

We are a small team that strives for excellence in everything we do. Don't hesitate to contact us to discuss your advertising ideas. We can help you refine your message to suit our local audience. Our graphic designers will help deliver your message with impact.



# Advertising Terms & Conditions

All advertising is subject to the approval of the Publisher of the The Rocky Mountain Goat News ("the News"). The News shall be under no liability whatsoever by reason of error for which it may be responsible in any advertisement beyond liability to give the advertiser or advertising agency credit for as much of the space occupied by the advertisement as is materially affected by the error; and the News' obligation to give such credit shall not apply to more than one incorrect insertion under any contract unless it is notified of the inaccuracy prior to the deadline for repetition of the insertion. In order to qualify for an allowance, claims for errors must be made to the Publisher within thirty (30) days from the date of invoice. The Rocky Mountain Goat News accepts no liability for its failure, for any cause, to insert an advertisement. The Rocky Mountain Goat News accepts no liability for reductions in circulation or distribution caused by acts of God, strikes, labor disputes, suspension of publication, failure of transportation or any other cause beyond the control of the News. All positions of advertisements are at the option of The Rocky Mountain Goat News. In no event will adjustments, reinstatements or refunds be made because of the position and/or section in which an advertisement has been published. The News will seek to comply with section requests and other stipulations that appear on insertion orders, but cannot guarantee they will be followed. The Rocky Mountain Goat News reserves the right to convert all advertisements published in the News into digital formats within other Rocky Mountain Goat News products. The advertiser and/or advertising agency shall pay the cost of composition of advertisements set but not used. The Rocky Mountain Goat News will not be responsible for errors appearing in advertisements which are placed too late for proofs to be submitted or for errors due to late delivery of printing material from the advertiser or advertising agency or from a third party designated by the advertiser or advertising agency as a source for printing material. Cancellations, changes of insertion dates and/or corrections must conform to published deadlines.

Cancellations or changes cannot be guaranteed in classified advertising between the time the ad is ordered and the initial publication. Multi-insertion orders will be accepted only when in writing. Cancellation of multi-insertion orders must be confirmed in writing. Claims for errors must be made within 30 days following the publication date. Advertisements must be paid for within 30 days. After 90 days outstanding invoices are subject thereafter to a service fee of \$5 per invoice. The advertiser and agency shall be jointly and severally liable to The Rocky Mountain Goat News for the payment of advertisements. Cash discounts are not available. There will be a \$25 charge for any check not honored by the bank. Returned checks must be replaced with cash, bank check, money order, American Express, MasterCard, or Visa within 48 hours of notification. The Rocky Mountain Goat News reserves the right to withhold further advertising pending receipt of replacement funds. Payment of account is not dependent upon receipt of tearsheets, but the Goat will strive to send tearsheets to clients requesting them.

Advertising is accepted by The Rocky Mountain Goat News subject to all terms and conditions herein. Forwarding of an order by the advertiser constitutes acceptance by the advertiser of all rates and conditions that exist when the advertising is sold by the News. Forwarding of an advertising order also indicates acceptance of the advertising acceptability policies of the News. The terms and conditions of this rate card and all subsequent rate cards are incorporated into every advertising contract between The Rocky Mountain Goat News and the advertiser and/or agency. Submission of advertising subsequent to the receipt of such a contract constitutes acceptance of the terms and conditions of the contract. The Rocky Mountain Goat News reserves the right to issue new rate cards and to revise its rates in writing, effective no less than fifteen (15) days after distribution of the new rate card and/or or written notice of rate changes to the address of the advertisers or agency stated in a contract. The Rocky Mountain Goat News maintains a production oversight department whose function is to examine adver-

tisements before publication to determine if they meet the standards of acceptability the News has developed over the years. The final decision to accept or reject an advertisement rests with the Publisher of The Rocky Mountain Goat News.

The Rocky Mountain Goat News may decline to accept advertising that is misleading, inaccurate or fraudulent; that makes unfair competitive claims; or that fails to comply with the News' standards of decency and dignity. If an advertisement contains statements or illustrations that are not deemed acceptable, and that The Rocky Mountain Goat News thinks should be changed or eliminated, the advertiser will be notified. The News will attempt to negotiate changes with the advertiser; however, if changes cannot be negotiated, the advertisement will be declined by the News.

In addition, an advertisement must sometimes be declined because of the applicability of laws dealing with such matters as libel, copyright and trademark, the right to privacy, the sale of securities, the sale or rental of real estate, fair employment practices, and political advertising.

The Rocky Mountain Goat News maintains clear separation between news and editorial matter and its advertisements. Accordingly, advertisements that include elements usually associated with News editorial matter will not be accepted (for example, but not limited to: Rocky Mountain Goat-style headlines, bylines, news-style column arrangements or typography). Additionally, the News reserves the right to label an advertisement with the word "advertisement" when, in its opinion, this is necessary to make clear the distinction between editorial material and advertising.