

# Rural Route

Delivering Your Message to the Community

2020 Media Kit



## Rural Route

The Rural Route focuses on the daily lives of the people in our community and the places they love. From cover to cover, the Rural Route captures snapshots of our collective story; a story that continues to be written—with your help. *Est. 2009*



Distributed to 18,000 Homes & Businesses



### Distribution Area

- Town of Minto
- Townships of:
  - Mapleton
  - Perth East
  - Southgate
  - Wellesley
  - Wellington North
- Municipalities of:
  - North Perth
  - West Grey

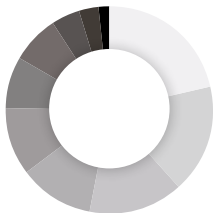
## Pick-up Points

- Alma
- Arthur
- Belwood
- Drayton
- Elmira
- Elora
- Fergus
- Floradale
- Harriston
- Listowel
- Millbank
- Milverton
- Wallenstein
- Wellesley

**Mail Carrier**

- Canada Post

**Occupation**  
Average Income: \$42,915  
3.2% Unemployed



|       |                                       |
|-------|---------------------------------------|
| 25.3% | Trades, transport & machine operation |
| 19.8% | Sales & service                       |
| 17.1% | Management                            |
| 13.7% | Business, finance & administration    |
| 12.4% | Manufacturing & utilities             |
| 9.5%  | Natural resources & agriculture       |
| 8.5%  | Education, law & government           |
| 5.3%  | Health                                |
| 3.8%  | Natural & applied sciences            |
| 1.7%  | Arts, culture, recreation & sport     |

**Education**



|     |  |
|-----|--|
| 38% | Post-secondary diploma, or degree      |
| 27% | Secondary school diploma or equivalent |
| 35% | No certificate, diploma, or degree     |

**Age**

38 years avg.



|     |             |
|-----|-------------|
| 22% | < 15 years  |
| 62% | 15-65 years |
| 16% | > 65 years  |

**Commute**

83% Drive to work  
own or are provided a car



|     |                          |
|-----|--------------------------|
| 70% | Go to workplace each day |
| 19% | Work from home           |
| 11% | Other                    |



**Dwelling**

82% Occupy single detached homes  
\$374,098 avg. value



**Married**

58%



**Household**

Avg. Size - 2.9



## 2020 Themes

### Entrepreneurship

01 | **January/February**

Explore what it takes to start your own business, from small beginnings to large-scale success.

### Family Ties

02 | **March/April**

Enjoy insights and humour on the family experience. Includes kids writing contest.

### Inside the Locket

03 | **May/June**

Peek into lifelong friendships and the deepest of marital bonds.

### Pushing the Limits

04 | **July/August**

Feel the burn and taste the exhilarating freedom from taking on fitness challenges.

### Lights of Home

05 | **September/October**

Experience the excitement of moving into a new home and making it your own.

### Trip of a Lifetime

06 | **November/December**

Tag along in the backpacks of local travelers and see the world through their eyes.



## Advertising Testimonials

"Advertising works! We recently hired two qualified people directly from the Help Wanted ads we placed in the Rural Route."

**Derrick Martin, Apex Building & Contracting**



"I just finished reading this issue from cover to cover. It truly changed me a little. I am keeping this issue for my kids and eventually grandkids to read. I will contact a couple of the advertisers for products I need."

**Peter Connor, Reader**



"The ad for our fundraiser increased awareness of our organization in general. Three months after the fundraiser, we are still receiving calls directly from our ad."

**Laura Lynn Martin, Gospel Echoes Prison Ministry**

"I saw my ad in the Rural Route and got some feedback on it the very next morning!"

**Lucille Wideman, Discount Wallpaper House**







Full Page - Cover Positions

Trim 8.375" w x 10.875" h  
Bleed 8.625" w x 11.125" h  
Safe Area 7.875" w x 10.375" h

| Inside Cover   | Back Cover     |
|----------------|----------------|
| 1x: \$1,597/ad | 1x: \$1,699/ad |
| 3x: \$1,550/ad | 3x: \$1,650/ad |
| 6x: \$1,504/ad | 6x: \$1,599/ad |



Full Page - Advertorial

Trim 8.375" w x 10.2083" h  
Bleed 8.625" w x 10.4583" h  
Safe Area 7.875" w x 9.7083" h

| Single Page    | Full Spread    |
|----------------|----------------|
| 1x: \$1,494/ad | 1x: \$2,900/ad |
| 3x: \$1,450/ad | 3x: \$2,814/ad |
| 6x: \$1,407/ad | 6x: \$2,726/ad |



Full Page - Generic

Trim 8.375" w x 10.875" h  
Bleed 8.625" w x 11.125" h  
Safe Area 7.875" w x 10.375" h

| Single Page             | Full Spread |
|-------------------------|-------------|
| See advertorial pricing |             |



Half Page\*

7.375" w x 4.833" h

|              |
|--------------|
| 1x: \$896/ad |
| 3x: \$870/ad |
| 6x: \$844/ad |



One-Third Page\*

7.375" w x 3.167" h

|              |
|--------------|
| 1x: \$596/ad |
| 3x: \$579/ad |
| 6x: \$562/ad |



One-Sixth Page\*

2.347" w x 4.833" h

|              |
|--------------|
| 1x: \$307/ad |
| 3x: \$298/ad |
| 6x: \$289/ad |

New | Featured Ad

One-Third Page\*\*

7.375" w x 2.833" h

|              |
|--------------|
| 1x: \$614/ad |
| 3x: \$596/ad |
| 6x: \$579/ad |

One-Sixth Page\*\*

2.347" w x 4.333" h

|              |
|--------------|
| 1x: \$316/ad |
| 3x: \$307/ad |
| 6x: \$298/ad |



Also New | Ask about our unlisted Specialty Ads

## Advertising Notes

### Due Dates

Bookings and material **submissions are due one month prior to publication.** e.g. Bookings and material submissions for the May/June issue are due on April 1st.

### Media Guidelines

- Submit ads via email: [sales@theruralroute.ca](mailto:sales@theruralroute.ca)
- Colour mode: CMYK
- Ad content & design must be approved by publisher prior to publication
- Ads deemed advertorial by the publisher will be labeled as such
- Submission file formats:
  - PDF (preferred - PDF/X-1a:2001)
  - AI
  - ID
  - EPS
  - PSD (300 dpi)
  - TIFF (300 dpi)
  - JPG (300 dpi)

### Pricing Notes

- 13% HST will be added to all advertising rates
- \$85/hr. design fee will be added for non-template and non-provided ads

### \*Template Available

*Please provide the following:*

- Logo
- Photo
- Text for headline, content & contact info
  - Half Page      100 words
  - One-Third Page   75 words
  - One-Sixth Page   50 words

### \*\*Template Required

- See template specs above
- Sizes subject to slight change



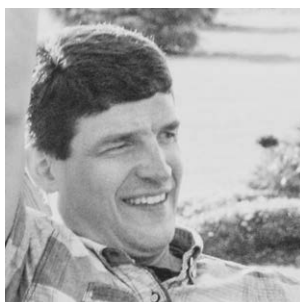
**Rural Route**  
Connecting Your Community  
Issue 01  
March/April 2019

# Rural Route

Delivering Your Message to the Community

---

4082 Perth Line 72 | Millbank, ON | N0K 1L0  
519-510-5550 | [theruralroute.ca](http://theruralroute.ca)



*Jennifer Bowman*

---

**Editor**

[editor@theruralroute.ca](mailto:editor@theruralroute.ca)

**Advertising Sales**

[sales@theruralroute.ca](mailto:sales@theruralroute.ca)



*Don Allison*

---

**Advertising Sales**

[don@innovative.ink](mailto:don@innovative.ink)



*Amy Martin*

---

**Graphic Design**