

The Ontario Press Service

**Your convenient, effective and cost-efficient means
to reach Ontarians through the weekly press**

Ontario Community Newspapers Association



Ontario Press Service



- ▶ Revised program to better serve the needs of our clients, effective May 2008

Community Newspaper Distribution	Rate	Additional Releases	Approx. Newspapers	Approx. Circulation
Ontario English	\$200	\$ 50	511	8,010,127
National English	\$400	\$100	950	12,464,904
Ontario French	\$ 50	\$ 10	18	365,430
National French	\$200	\$ 50	150	650,000
Ontario Targeted	\$150	\$ 50		

- ▶ Volume rates – Buy five releases, get seven, to be used over a two year period. Prepayment required.

Copy deadline to OCNA Monday for distribution Wednesday which is the beginning of the weekly planning cycle for most community newspapers.

Material is distributed to Editors by e-mail in text format, graphics attached.

Your file (pdf, MSWord) as well as any graphics will be posted on our Members' Intranet site for three months.

Reminder list of releases announced in our Friday e-mail newsbulletin to Ontario newspapers.

For more information please contact Karen Shardlow at k.shardlow@ocna.org or (905) 639-8720 ext 232



What is an Ontario Community Newspaper?



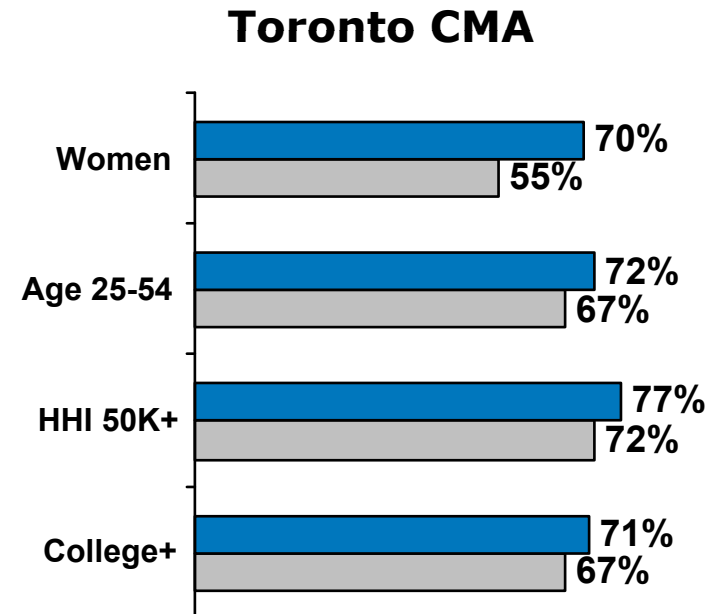
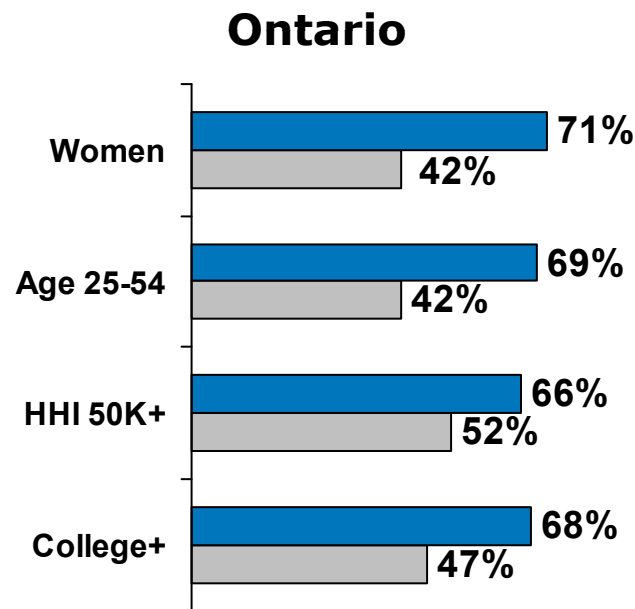
- ▶ Community Newspapers are leaders in their communities. They care about their readers and the continued growth and economic development of their towns and cities.
- ▶ Our members are progressive publishing companies offering their readers and advertisers Community Newspapers, directories, special sections, Web sites, printing operations, specialty magazines and more.
- ▶ Community Newspapers are the soul of their communities. Their weekly distribution, up to 5 times per week, has a first edition circulation of 5.1 million for our member newspapers.
- ▶ Circulations ranging from The Hornepayne Jackfish Journal's 300 and to the Mississauga News' total weekly circulation of 360,000.
- ▶ 43% of our members circulate less than 5,000 copies weekly with an average of 24 pages.
- ▶ Half are paid circulation - the remainder have controlled circulation or free distribution to most households in their communities.
- Ontario distribution includes approximately 150 multicultural community newspapers, operating mainly from the GTA. These newspapers primarily serve the same role as English language newspapers, yet their distribution is over a larger geographic area to reach individuals of a specific heritage.



Readership Overview

% Reach by Demographic Sector (Ontario/Toronto CMA)

- ▶ Readership of weekday Community Newspapers is higher than readership of weekday dailies across key demographic sectors.



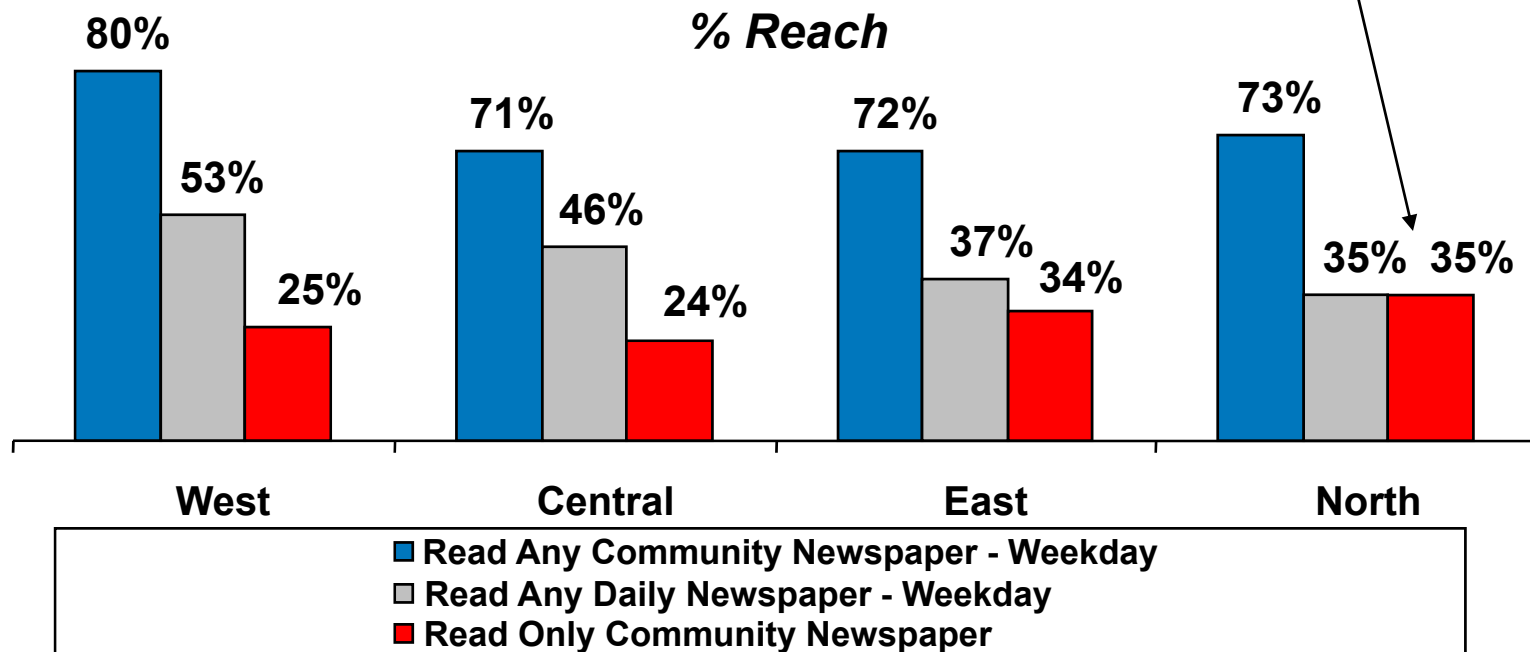
 Community Newspaper-Weekday

 Daily Newspaper-Weekday

Readership Overview

Regional Coverage

- ▶ Community Newspapers outperform daily newspapers across all regions.
- ▶ Exclusive readership is the strongest in the Northern region.



Community Papers



INSIDE THIS WEEK: COUNTY BUDGET, FESTIVAL HEADLINGS, PLEASER FOR PLACE

THE ECHO
HALIFAXTON COUNTY

Friday, April 13, 2001
111 Adelaide Street West

OMB hearing an early test for Dysart's draft OP

Patients face long wait for outside hospital services

Clothing around

0% ADVANTAGE

KEANEY

FREE DUSTPROOF

The Place To Be

London's community newspaper

2.60% = 6.10%

The Londoner

City moves on walkways, slowly

It could take up to 28 years to finish project

INSIDE

Deerness turns 50

Major's new owner

ANTHONY SEEN TAYLOR, TYSON AND KRETTEN?

DALMAR MOTORS

www.dalmar.com

The Mitchell Advocate

SERVING MITCHELL & AREA SINCE 1860

Wednesday, March 27, 2001

Home owners can expect disconnection letters this week

Major renovation planned for cenotaph

CELEBRATING 130 YEARS

Readers' Choice 2001 CHOICE

Real estate 90 pages inside

Rebels in the swim Sports/Leisure Pg. 1

The Independent

Weekend Edition & Free Press

6371 Severn Halton Hills Friday, March 5, 2001 68 Pages 18,700 copies

NEWS AT A GLANCE

Driver charged

Day pays visit

INSIDE

Region okays \$30 a year hike in taxes

Citizen(s) of the Year

Thank you for voting us your favourite fitness facility!

2001 CHOICE

Georgetown 877-0774

