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LLOYDMINSTER SOURCE
Your locally owned community newspaper.

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Walking for the homeless



Jason McComb has been pushing his buggy down the highway since April 2014. While he may be mistaken as homeless, McComb's not asking for spare change, he's asking for societal change. McComb is walking... more »

A learning experience

Eighteen Ugandan children are crossing North America, singing traditional gospel and faith-based songs and raising money to fund their education. These are the members of the African Children's Choir... more »

Healing through humour

For comedian Don Burnstick, being funny is only part of his job. He also wants to inspire and empower his community. Burnstick, who performs at the Vic Juba Community Theatre on Oct. 2, grew up on the... more »

Barons full of experience

Experience isn't lacking on the Lloydminster Comprehensive Barons senior girls' volleyball team. As the benefactors of a club volleyball system in Lloydminster, the five Grade 10 players the team kept... more »

Sabres sweep through Border Battle

With a perfect tournament of six victories, including a 3-0 straight sets victory over Glen Avon School from St. Paul, the E.S. Laird Sabre girl's volleyball team captured the first Border Battle volleyball... more »

THANK YOU LLOYDMINSTER WE ARE CELEBRATING

OUR 10 YEAR ANNIVERSARY WITH YOU!

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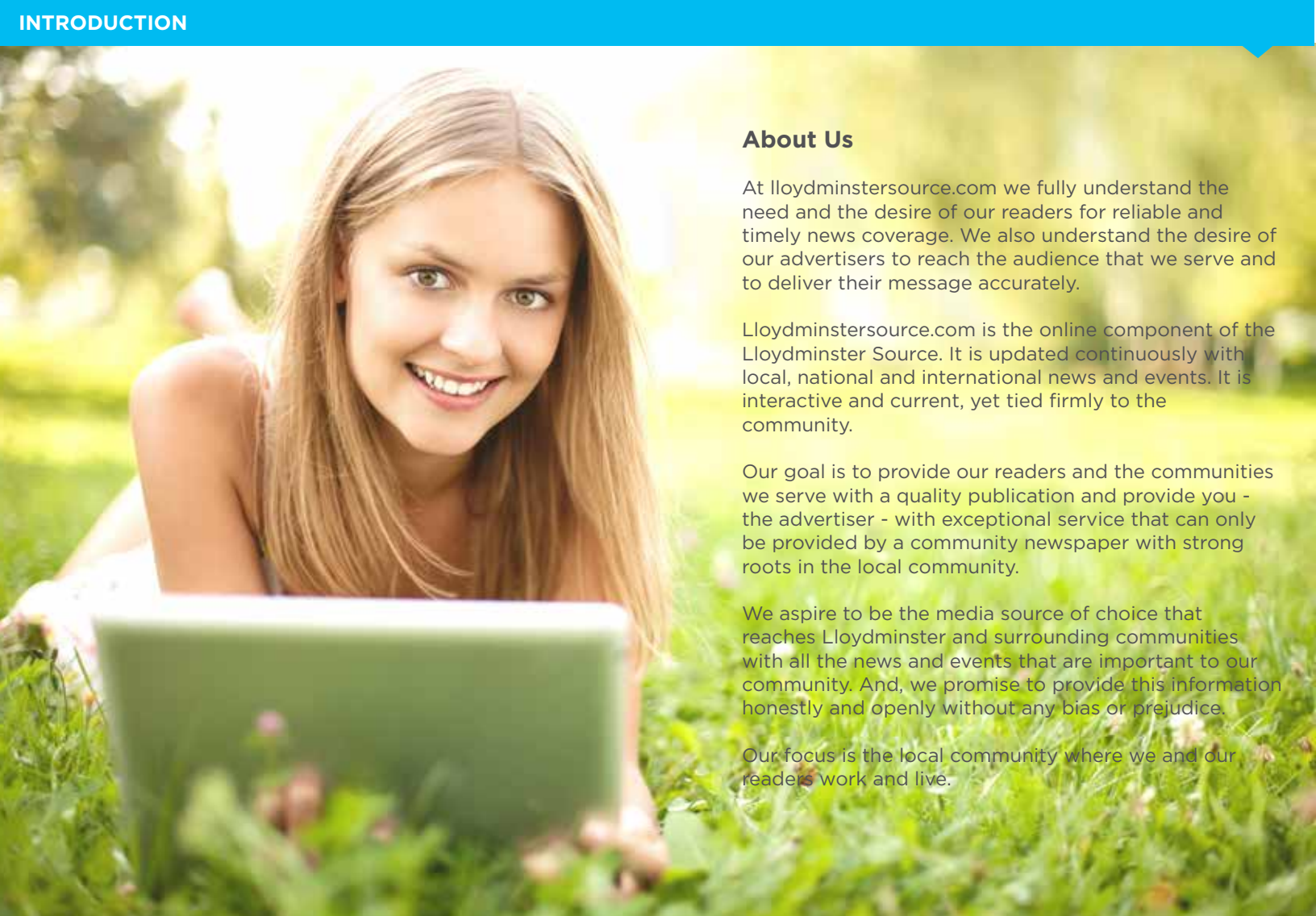
306-825-5122 7am - 10pm
7 days a week
601A-49 Ave, Lloydminster

ISSUE

Open publication - Free publishing
September, 2015

Thursday, September 24 Volume 11, Issue 8	Tuesday, September 22 Volume 11, Issue 7
Thursday, September 17 Volume 11, Issue 6	Tuesday, September 15 Volume 11, Issue 5
Thursday, September 10 Volume 11, Issue 4	Tuesday, September 8 Volume 11, Issue 3
Thursday, September 3 Volume 11, Issue 2	Tuesday, September 1 Volume 11, Issue 1

August, 2015



About Us

At lloydminstersource.com we fully understand the need and the desire of our readers for reliable and timely news coverage. We also understand the desire of our advertisers to reach the audience that we serve and to deliver their message accurately.

Lloydminstersource.com is the online component of the Lloydminster Source. It is updated continuously with local, national and international news and events. It is interactive and current, yet tied firmly to the community.

Our goal is to provide our readers and the communities we serve with a quality publication and provide you - the advertiser - with exceptional service that can only be provided by a community newspaper with strong roots in the local community.

We aspire to be the media source of choice that reaches Lloydminster and surrounding communities with all the news and events that are important to our community. And, we promise to provide this information honestly and openly without any bias or prejudice.

Our focus is the local community where we and our readers work and live.

DEMOGRAPHICS

Community Newspapers Websites Work

52% of Canadians look at a newspaper site one or more times over a day and 39% look at a newspaper site TWO OR MORE times over a day! This is a testament to Canadian's interest in the latest, breaking news.

A recent study conducted by the Online Publishers Association and Jupiter Research found that Web users trust the advertising information on local content sites more than any other type of website.

Community and news information are among the fastest growing online segments in Canada.

Features at lloydminstersource.com

- Reader commenting on stories
- National news
- Searchable archives
- Frequent news updates
- Easy to use events calendar
- Local event videos



Why advertise online?

- Our site is a content destination site, providing local information to consumers.
- Surround your advertising with content from Lloydminster's most trusted news source for the past 10 years.
- Extend your brands' message across multiple platforms.
- We deliver your message to an affluent and internet savvy audience.

Mobile: News on the go!

- News is among the top 3 channels searched through mobile web/app's in Canada.*
- 86.9% of North Americans use the internet.
- 78% of mobile searches for local business information results in a purchase.

*Source: comScore MobiLens, Sept. 2011
** comScore 2012 Mobile Future in Focus
*** Microsoft Tag, Mobile Marketing Infographic, 2011



Newspapers are **TRUSTED ONLINE**

58% of online users consider newspaper websites to be their most trusted news source.

* CNA - Canadian Newspaper Association

Local newspaper websites rank **FIRST** among all sources for trustworthiness, credibility, and access to local content online, and consumers also consider local newspaper sites to be their most trusted source for online advertising.

The Huffington Post, "Song of the Open Newspaper"

Performance Report

We offer reporting on the performance of customer's web ads, and tracking of all metrics pertaining to a web ad, such as individual impressions, and click-through's.

What we can offer!

A superior quality newspaper website with emphasis on local content. Website with outstanding readership and links to E-flyers with featured flyers.

Strong market connection to mobile users. Interactive readership. Competitive pricing.

120,000 Average page views per month.

10,000 Average site visits per month.

6,000 Average unique visits per month.

2,500 Average page views per day.

3 Average pages viewed per session.

4 minutes Average session time.



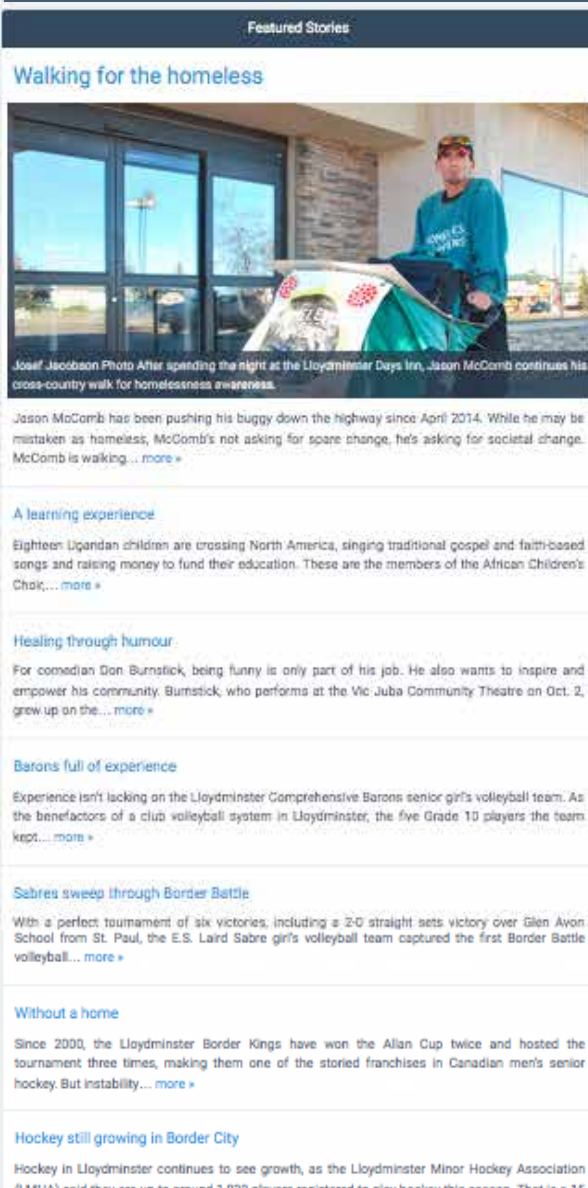
LEADERBOARD 1 \$59

970 X 90 pixels



LEADERBOARD 2 \$59

970 X 90 pixels



WALLPAPER \$159

480 X 1400 pixels

WALLPAPER \$159

480 X 1400 pixels

BILLBOARD \$79

300 X 600 pixels

SUPER BIG BOX \$49

300 X 350 pixels

BIG BOX \$39

300 X 250 pixels

WEBSITE:	SIZE: <small>(pixels)</small>	SPOTS:	12 WEEKS: <small>(cost per week)</small>	26 WEEKS: <small>(cost per week)</small>	52 WEEKS: <small>(cost per week)</small>
Billboard	300 x 600	24	\$99	\$89	\$79
Leaderboards	970 x 90	40	\$79	\$69	\$59
Super Big Box	300 x 350	40	\$69	\$59	\$49
Big Box	300 x 250	40	\$59	\$49	\$39
Wallpaper	480 x 1400	1	\$239	\$199	\$159
Rich Media	<small>Design charges will apply. Rates available upon request.</small>				

Receive the discounts below on your website advertising.

WEBSITE & NEWSPAPER COMBOS:

- Full page once a week & any of the above
- Half page once a week & any of the above
- Quarter page once a week & any of the above

20%

25%

25%

15%

20%

20%

10%

15%

15%

Design charges will apply. Rates available upon request.

Receive the discounts below on your website advertising.

WEBSITE & ONLINE SERVICES COMBOS:

- Website Design / Email / Hosting
- Website Design & / or update
- Social Media / Google pages for business

20%

25%

30%

15%

20%

25%

10%

15%

20%

Design charges will apply. Rates available upon request.

CHANGES / UPDATES:

Design charges will apply. Rates available upon request.



“

Two-thirds read a newspaper website (up 19% from 3 years ago) and many also read using the paper or mobile as well.

Key times for reading the newspaper on each device: print in the morning, phone midday and online & tablet in the evening.

Over the past 3 years, readership of newspapers (print+digital) is stable, as is print, while digital readership grew as more use both.

”

WEBSITE MAINTENANCE

Through our association with Reid Signs Ltd., Lloydminstersource.com can offer web design and maintenance.

Unlike print material, websites are online and can be changed whenever you want! Having a website stay the same for years isn't making good use of your investment of an online presence and in most cases it isn't true to your current situation. With all our website projects we include a basic maintenance package (both content and platform maintenance). We also offer website maintenance packages for users who already have a website (as long as it is industry standard) and would like someone to regularly check and update it. If you know you'll have updates throughout the month - whether it is a couple or a lot, or maybe you're only in need of a few content updates a year - we offer different packages to suit your needs.

We are always available as support to our clients, whether it is a few months or a year after we've completed the project. Just like getting regular oil changes for your car, you need to keep your site up to date on the code-side of things by doing regular maintenance. Think of updating your website the same way as updating your phone- if you don't do the required updates your phone starts to lag, and sometimes apps stop working. If you do not keep your site up to date the same will happen.

PACKAGES:

- Basic
- Regular
- Deluxe
- Custom

HOURS:

- 3 hours / year
- 6 hours / year
- 15 hours / year
- you pick

BUDGET:

- \$199
- \$500
- \$1100
- depends on hours

* For any website maintenance we will bill quarterly or yearly depending on the type of maintenance.