



## Advertise your business in the Rural Observer.

### Why Advertise?

- We are a non-profit society whose mission is to promote, enhance and protect a rural community lifestyle, while supporting local business by providing a means of advertising.
- Distribution objective of 6,500 copies (33% more than the Sooke News Mirror) throughout the Juan de Fuca Electoral Area from Port Renfrew to Malahat and Willis Point.
- This means a potential readership of up to 10,000 or more. We pay Canada Post to deliver this community newspaper to EVERY home in the Juan de Fuca electoral area (Port Renfrew, Shirley, Otter Point, East Sooke, Malahat, Songhees and Willis Point).
- Lower ad to print ratio (maximum of 50:50) than other newspapers, which is usually 80:20, means less competition for the reader's attention.
- Approx. 70% of residents shop outside the JdF Electoral Area
- 56% of our readers are aged 35 - 59, 25% aged 40-49
- We have many small/home-based businesses, with even more traveling out of the area to work.
- It's economical. A full page ad costs about the same as handing out a basic business card.

### Rates

Back Cover	850	( 8" x 10" )
Inside Cover	750	( 8" x 10" )
Centre-fold	1400	(16" x 10" )
Full Page	600	( 8" x 10" )
Half Page	350	( 8" x 5.187" )
1/4 Page	180	( 3.95" x 5.187" )
1/8 Page	95	( 1.975" x 5.187" )
1/16 Page	50	( 1.975" x 2.6" )
Business Card	50	( 3.5" x 2" )
Listing (4 lines)	20	(1 column width )
Membership	10	per year

**Introductory Special:** 5 issue print and 1 year online listing, link and membership \$175.

\* Purchase advertising for 5 or more issues and receive a 10% discount.

\* Non-profit organizations will receive a 20% discount on ads 1/8 page or larger.

**To advertise in the Rural Observer or for more information on our rates contact:**

**Vivi Curuchet -Advertising Sales Director**

**Phone: (250) 413-7321**

**Email: [advertise@ruralobserver.com](mailto:advertise@ruralobserver.com)**

**\* Payments for advertising must be received before ads are placed in the issue.**

Mail your payments to:

Juan de Fuca Rural Publication Society  
6331 East Sooke Road, East Sooke, BC  
V0S 1N0

**\*We require camera-ready ads or digital files in the following formats:**

**TIFF, JPEG, PDF, PSD or EPS  
in 300 dpi grayscale**

If you don't have a camera-ready ad, we provide graphic design services at a discounted rate for our advertisers.