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Advertising Manager

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403-934-5589

MAY 8, 2020
Locally Owned & Operated
STRATHMORE **TIMES**
VOLUME 12 ISSUE 19

Real Estate
Selling Your Home My Commission
403-561-0037
NONIE HALL
403-934-0420 nonie.hall@shaw.ca
104-3rd Avenue, Strathmore

More Ice Cream
Best Cheesecake in Town
Economic 3 items combo only \$8.99
403-934-6957
102 2nd Ave, Strathmore
order online: morethanicecream.ca

Page 5
Province adjusts rural physician funding
KEAN FRIGAN
Local Journalism Initiative Reporter

Page 6
COVID-19 Update
in Strathmore & Wharfedale County
(as of May 8, 2020)

Centre Street Insurance
Your Local Insurance Experts in Strathmore & Chestermere
Call us: 587-848-0300
123 2nd Avenue, Strathmore
HOME | AUTO | BUSINESS | FARM | LIFE | TRAVEL

JANUARY 3, 2020
Locally Owned & Operated
STRATHMORE **TIMES**
VOLUME 12 ISSUE 1

Real Estate
Kevin Baldwin
403 561.0037
RE/MAX
587-316-2000 www.the-reps.ca
Keller Williams
Keller Williams

Page 5
Sold

Page 9
Hometown Hockey stops in Strathmore
Rogers Hometown Hockey made a stop in Strathmore on Dec. 21-22 for a weekend packed with hockey fun leading up to a live outdoor viewing of the NHL game on Dec. 22. A thank you presentation was made to the Town of Strathmore with officials from Hometown Hockey, the Town of Strathmore, the County of Wharfedale and local government representatives in attendance for the presentation on Dec. 22 at the Strathmore Family Centre. For more event coverage see Page 6.

Page 13
Hometown Hockey wins in Strathmore
ADELLE ELLIS
Times Reporter

Page 13
Rodeo action

Page 13
Strathmore Stampede a success
ADELLE ELLIS
Times Reporter

Page 13
Perfect parade

Page 13
Chiefs action

Page 13
Stille Standing

Page 13
Program uncertain

Page 13
COVID-19 Update
in Strathmore & Wharfedale County
(as of May 8, 2020)

Page 13
8 Cases | 2 Recovered | 0 Deaths

Page 13
Centre Street Insurance
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AUGUST 9, 2019
Locally Owned & Operated
STRATHMORE **TIMES**
VOLUME 11 ISSUE 32

Real Estate
Kevin Baldwin
403 561.0037
RE/MAX
587-316-2000 www.the-reps.ca
Keller Williams
Keller Williams

Page 3
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Strathmore Times

MEDIA MARKET

Front Page Banner
10.25" x 2"

sizing

Standardized Ad Sizes

Banner	10.25"w x 2.0"h	\$104.00
1/8 page	3.75"w x 5.0" h	\$97.50
1/4 page (V)	5.0"w x 7.5"h	\$195.00
1/4 page (H)	7.5"w x 5.0" h	\$195.00
1/2 page (V)	5.0"w x 15.25" h	\$390.00
1/2 page (H)	10.25"w x 7.5"h	\$390.00
3/4 page	7.75"w x 15.25"h	\$594.74
Full Page	10.25"w x 15.5"h	\$793.00

Half Page

10.25" x 7.5" \$390.00

Eight Page

3.75" x 5" \$97.50

BC Page

2.45" x 2" \$26.00

Quarter Page

5" x 7.5" \$195.00

Banner

10.25" x 2" \$104.00

Full Page

10.25" x 15.25" \$793.00

Half Page

5" x 15.25" \$390.00

rate card

PUBLISHED
every Friday. Deadlines Tuesday at Noon.

BASIC RATE
\$6.50 / column inch
Full Process Colour \$1/column inch

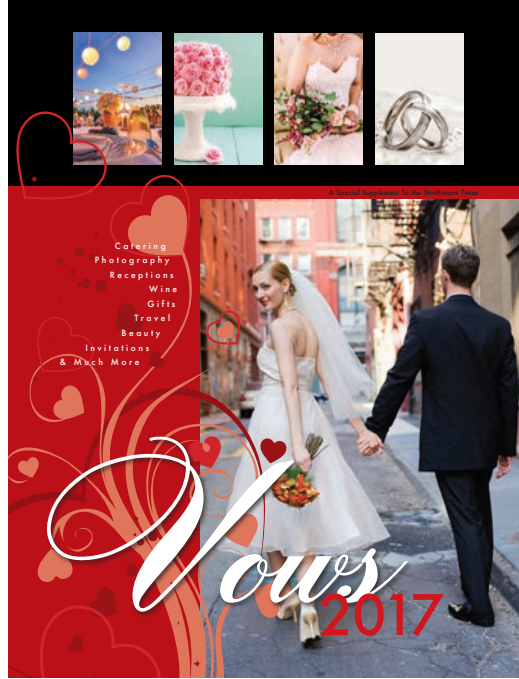
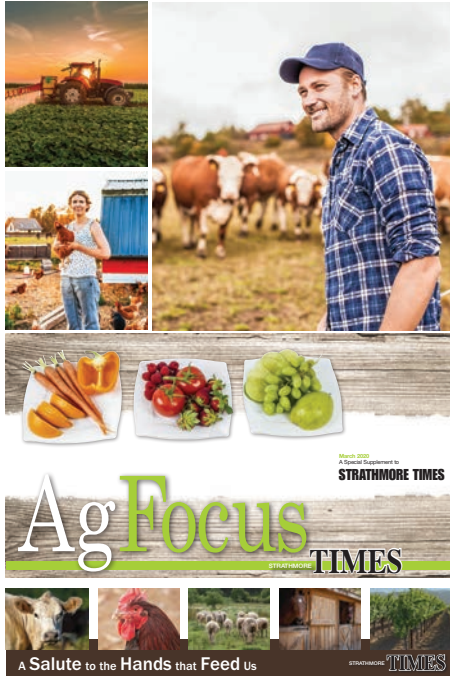
TOTAL MARKET COVERAGE.
Covering Strathmore, Carseland, Cheadle, Cluny, Gleichen, Hussar, Namaka, Nightingale, Rockyford, Rosebud, Speargrass, Standard

Over 11,500
HOUSEHOLDS Weekly
through Canada Post

Inches	Columns							
	1c - 1.13"	2c - 2.45"	3c - 3.75"	4c - 5"	5c - 6.35"	6c - 7.5"	7c - 9"	8c - 10.25"
1"	\$6.50	\$13.00	\$19.50	\$26.00	\$32.50	\$39.00	45.50	\$52.00
2"	\$13.00	\$26.00	\$39.00	\$52.00	\$65.00	\$78.00	\$91.00	\$104.00
3"	\$19.50	\$39.00	\$58.50	\$78.00	\$97.50	\$117.00	\$136.50	\$156.00
4"	\$26.00	\$52.00	\$78.00	\$104.00	\$130.00	\$156.00	\$182.00	\$208.00
5"	\$32.50	\$65.00	\$97.50	\$130.00	\$162.50	\$195.00	\$227.50	\$260.00
6"	\$39.00	\$78.00	\$117.00	\$156.00	\$195.00	\$234.00	\$273.00	\$312.00
7"	\$45.50	\$91.00	\$136.50	\$182.00	\$227.50	\$273.00	\$318.50	\$364.00
8"	\$52.00	\$104.00	\$156.00	\$208.00	\$260.00	\$312.00	\$364.00	\$416.00
9"	\$58.50	\$117.00	\$175.50	\$234.00	\$292.50	\$351.00	\$409.50	\$468.00
10"	\$65.00	\$130.00	\$195.00	\$260.00	\$325.00	\$390.00	\$455.00	\$520.00
11"	\$71.50	\$143.00	\$214.50	\$286.00	\$357.50	\$429.00	\$500.50	\$572.00
12"	\$78.00	\$156.00	\$234.00	\$312.00	\$390.00	\$468.00	\$546.00	\$624.00
13"	\$84.50	\$169.00	\$253.50	\$338.00	\$422.50	\$507.00	\$591.50	\$676.00
14"	\$91.00	\$182.00	\$273.00	\$364.00	\$455.00	\$546.00	\$637.00	\$728.00
15"	\$97.50	\$195.00	\$292.50	\$390.00	\$487.50	\$585.00	\$682.50	\$780.00
15.25"	\$99.13	\$198.25	\$297.38	\$396.50	\$495.63	\$594.75	\$693.88	\$793.00

Prices do not include GST

supplements



JANUARY

- **Minor Hockey Week**

FEBRUARY

- **Financial**

MARCH

- **Bridal**

- **Agriculture Magazine**

APRIL

- **National Volunteer Week**

MAY

- **Lawn and Garden**

JUNE

- **Graduation**

JULY

- **Strathmore Stampede Magazine**

AUGUST

- **Back to School**

SEPTEMBER

- **Fall Home Improvement**

OCTOBER

- **Small Business Week**

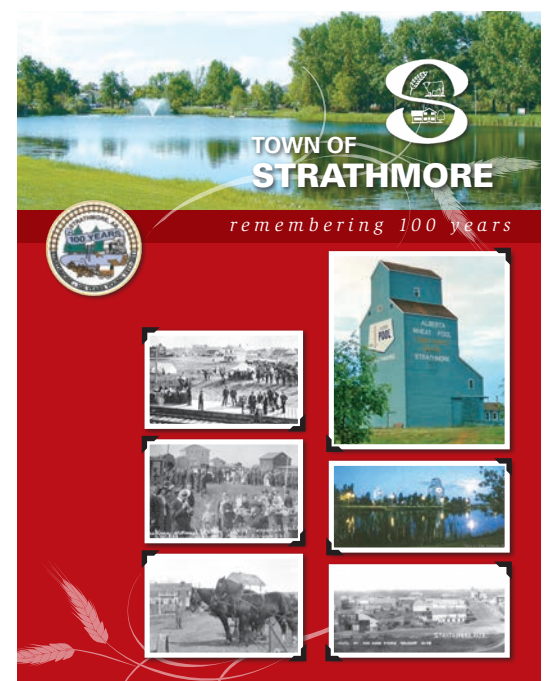
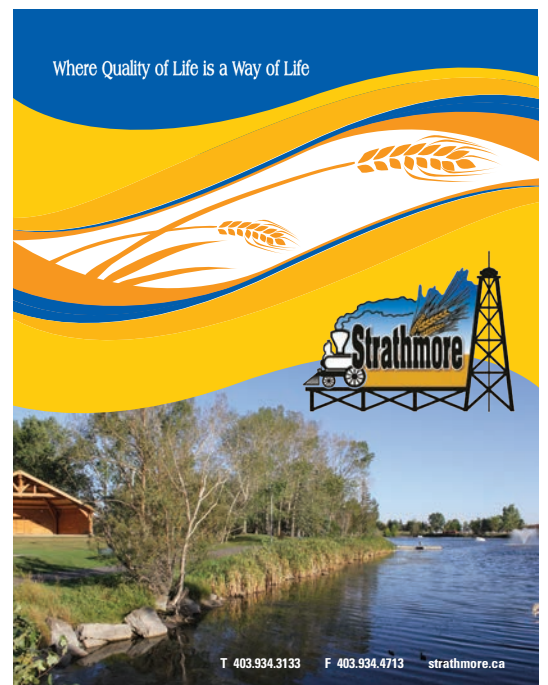
NOVEMBER

- **Remembrance Day**

- **Gift Guide**

DECEMBER

- **Christmas Greetings**



2017/2018

Town Brochure Magazine

Publish Date

- November 1, 2017

Deadline

- October 11, 2017

stats

Frequency	Weekly
Publication Day	Friday
ROP format	8C tabloid
page depth	15.25 inches (213 lines)
Circulation	
Total Controlled Circulation	11,503
Audit Basis:	CMCA

Rates

ROP open rate per column inch	\$6.50
Colour rate per column inch	\$1
Position charge	0.20% of ad cost
Net FSI rate charge (CPM)	\$165.00
*ROP specifications	
1C -	1.13"
2C -	2.45"
3C -	3.75"
4C -	5.0"
5C -	6.35"
6C -	7.5"
7C -	9.0"
8C -	10.25"

Demographics

Total Population	
Males	12,332
Females	12,129

Total households	
with children	2,840
without children	2,020
person/household	2.9

*Household income	
average	\$75,668
percent over \$60k	56%
percent over \$100k	24%

*Education	
none	19%
other	81%
high school	28%
trades	15%
college	24%
university	15%

*Labour force top industries	
Agriculture, forestry, fishing and hunting	14%
Construction	10%
Retail trade	10%
Transportation and Warehousing	7%
Manufacturing	7%

*Average household spending/yr	
Mortgage payments	\$4,876
Cell and internet	\$570
Home renovations	\$2,922
RRSP's	\$1,852
Lotteries	\$143
Health insurance	\$344
Appliances	\$373
Furnishings	\$859
Computer Hardware	\$356
Auto/truck purchase	\$3,031
Auto/truck lease	\$804
Air travel	\$364

*Agriculture	
total number of farms	702
livestock farms	21
oilseed farms	27
wheat farms	112
farms using internet	310

Distribution Footprint

Newspaper circulation area "footprint" containing communities where a minimum penetration level is achieved. Communities delivered to by this newspaper distribution. Provincial/National Park or First Nations Reserve. Canada Post forward sortation area (FSA) boundary. Major and minor roads.

Footprint details	
Total population:	25155
Total dwellings:	8275
Circulation	
Audit date:	Annual
Audit basis:	CMCA Free
Controlled circulation:	11,500
Total circulation:	11,500

Communities (Top 22)	
Strathmore	7,258
Langdon	1,864
Carseland	500
Standard	446
Rockyford	427
Cluny	287
Gleichen	220
Hussar	218
Arrowwood	115
Lyalta	81
Chestermere Lake	25

SIDE AD

Side of page.
350 x 115 pixels
Rotate through website
\$25 / week

350 x 250 pixels
Rotate through website
\$30 / week

FOOTER AD

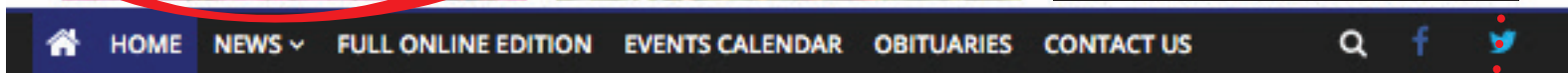
Bottom of page.
728 x 90 pixels
Rotate through website
\$30 / week

TOP PAGE AD

Top of page.
350 x 115 pixels
Rotate through website
\$45 / week

Six ad rotation for all web advertising spots.

www.StrathmoreTimes.com



Latest News



Music festival keeps STARS flying high
Posted on: August 25, 2017

Since its inception, after the devastating 2013 Alberta floods ripped through the southern part of the province, the Southern Alberta Music Festival continues to attract local talent and gain momentum... Read More »

Blackfoot Crossing cancer event returns
Posted on: August 25, 2017

Not in my backyard: Strathmore zeroes in on youth
Posted on: August 25, 2017

Fildebrandt resigns from UCP
Posted on: August 25, 2017



Siksika's own spreads knowledge of ground-breaking cosmic discovery
Posted on: August 25, 2017

Read Online:
August 18, 2017
Strathmore Times



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Latest Sports



Walstra earns reps at shooting nationals
Posted on: August 25, 2017

Alberta's top shot took aim at a national title earlier this month in Ontario. Strathmore's Sam Walstra recently returned from the Canadian National Rifle Championships Aug. 1-2, in Cookstown, where... Read More »

Bantam Reds bounced in provincial semifinal
Posted on: August 21, 2017



Strathmore Stampede and Heritage Days hits a home run
Posted on: August 21, 2017



Running with the Bulls entertains
Posted on: August 21, 2017



Photo Galleries



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Web advertising

strathmore

Nestled along the heart of the TransCanada Highway in Alberta is the vibrant community of Strathmore – where quality of life is a way of life.

Known as one of Canada's fastest growing communities, Strathmore provides the idyllic lifestyle for families, with a high-quality standard of living.

This community of over 12,500 boasts spirit, excellent recreation, business opportunities and a strong education system. Strathmore offers all the benefits of living in a safe community, but also has the advantage of being a community just 22 minutes east of Calgary. A quick drive down Highway 1, west of Strathmore, leads right into one of Canada's largest cities.



Kinsmen Park is a fantastic spot for families to enjoy year-round. Located in the downtown core, Kinsmen Park has pathways, ice skating in the winter, gazebos, picnic benches, docks for fishing, a playground, washroom facilities and a brand new amphitheatre.

A popular destination on a hot summer day is the Lions Spray Park, located on the south end of Kinsmen Park. The spray park includes a great variety of colourful spray apparatus that are activated by touch.

Outdoor enthusiasts will appreciate the Ducks Unlimited projects and variety of wildlife at many ponds and wetlands throughout Strathmore. Gray's Park, located on the east side of Wheatland Trail, is a great spot for families in all seasons. Throughout the winter it is a normal sight to see people gathering for a game of shinny or for a leisurely skate. During the warmer months the well used paths come to life as people enjoy the wildlife, flora and fauna in their natural habitats.

Spirit drives this community and there are hundreds of opportunities to get involved. No matter what your interests are, there is something for you.

Volunteers are always welcome to participate in major community events such as the Canada Day celebrations, Heritage Days, Relay for Life, and the ever-popular Celebration of Lights. Being involved in these events, or those put on by the many schools, churches and community service groups, brings people together to

develop lifelong friendships and the opportunity to give back.

Strathmore is a bustling community with a wide-range of housing available. Whether you want to be close to downtown, or schools, modern residential developments, brand new subdivisions, adult communities, or townhouses, there is plenty to choose from in affordable price ranges.

Thanks to the East Calgary Regional Waterline, Strathmore is now being supplied with potable water from the City of Calgary. The line was finished, successfully commissioned and has been in service since January 2012. To supplement the potable water is the new wastewater treatment plant, managed by EPCOR. Strathmore can now meet the water demands of a population of more than 30,000 residents.



Families are provided with all sorts of recreational opportunities from the Family Centre; which boasts Olympic and NHL sized ice surfaces, to the Aquatic Centre, which includes a kiddie pool, hot tub, water slide, multi-purpose room and lane pool. Additionally, Strathmore has soccer fields, baseball diamonds, numerous parks and walking paths, a golf course within the town, and various golf courses in close proximity to the town.

Strathmore's Parks Department strives to provide parks, open spaces and pathways that enrich the leisure needs and quality of life for citizens. The community endeavours to establish playgrounds that are appropriate for a wide range of ages and offers opportunities for creative fun.

