

THE WELL News
Isaiah 12:3

COMMUNITY NEWS FROM A CHRISTIAN PERSPECTIVE

MEDIA KIT

THE WELL NEWS

Suite #1 3107 A 31st Ave.

Vernon, B.C. V1T 2G9

Phone: (250) 558-4192

Toll Free: 1-877-992-6071

Fax: (250) 558-4140

info@thewellnews.ca

www.thewellnews.ca

MONTHLY SUBMISSION DATES

Advertisements due 2nd Friday

Stories & Events due 3rd Friday

The Well News is an independent newspaper published monthly (approximately 10 issues a year) informing communities of news and events from a Christian point of view. The Well News (est. 2004) has been in production since 2004 and published by Elaine Gallacher of etc. Consulting in Vernon, B.C. since 2009.

The Well News currently distributes approximately 3,500 papers throughout businesses, churches, Christian schools and retail outlets within the North Okanagan & Shuswap. The Well News provides news, features Christian businesses, relevant articles, event information in the 'Christian Community Bulletin', as well as a 'Ministry Directory' for the benefit of new comers.

The production of the newspaper is for furthering the work of the Kingdom of God. We bring encouraging testimonies to believers, while reaching out and sharing the powerful and living Word of God with the hurt and lost in our communities.

BENEFITS OF ADVERTISING IN THE WELL NEWS

- Connect with our loyal readership
- Target customers in the North Okanagan & Shuswap
- Monthly issues have an extended shelf life
- Affordable advertising for all budgets
- Advertisements custom designed (free of charge)
- Publication available for online viewing
- Regular discounts & specials available
- Recognized as a trusted member of the Christian community
- Connect with newcomers to our area

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25% off
For First Time Advertisers
and the people who refer them!

ADVERTISING RATES

*Rates subject to change without notice

2 COLUMNS 3.337"

3 COLUMNS 5.089"

4 COLUMNS 6.841"

5 COLUMNS 8.593"

6 COLUMNS 10.345"

2 col x 6" - \$168.00
(colour \$36.00)

2 col x 5" - \$140.00
(colour \$30.00)

2 col x 4" - \$112.00
(colour \$24.00)

2 col x 3" - \$84.00
(colour \$18.00)

2 col x 2" - \$56.00
(colour \$12.00)

(ACTUAL AD SIZES)

Quarter Page - \$273.00 (colour \$58.50)
4 col x 4.875" or 3 col x 6.5" or 6 col x 3.25"

Front Page Business Card - 86.00 (Colour inc.)
2 col x 2"

Half Page - \$546.00 (colour \$117.00)
6 col x 6.5" or 3 col x 13"

Full Page - \$1092.00 (colour \$234.00)
6 col x 13"

Front Page Banner - \$258.00 (inc. colour)
6 col x 2"

Church Advertising Package \$200.00
(details on page 3)

Custom Size Ad's - \$14.00 per column inch
Colour - \$3.00 per column inch

1 column = 1.579"

*** SENDING IN PRE-BUILD ADVERTISEMENTS ***

For best quality please make sure that advertisements are built in CYMK colour, or greyscale, use 180 dpi and brighten any images. To avoid blurred or smudged printing use "True Black" (Set CYMK colour to 100%K and 0% for all other colours).

HAVE OUR CREATIVE DESIGN TEAM BUILD YOUR AD
(NO EXTRA CHARGE)

By advertising in The Well News you are acknowledging that you agree with the 'Statement of Faith' outlined on page 5.

10% off

Pre-pay for 3 advertisements
and receive a 10% discount!

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MINISTRY ADVERTISING PACKAGE

The Well News has a special exclusively for ministries and churches! Receive a discount on two advertisements (2 col x 5 inches) plus a directory advertisement which will run for 10 consecutive issues for free! It is a way to connect the public with information on your upcoming events, outreaches, conferences, retreats, camps and more!

This package also helps with the cost of developing, printing and distributing *The Well News*. Don't delay in joining us in sending the truth of the gospel around the North Okanagan & Shuswap and bring the hope of salvation to all who come across it!

PACKAGE INCLUDES

- Two (2) 2 col x 5" advertisements (\$280.00 Value)
- Ten (10) 2 col x 1.5" advertisements in the church directory (\$420.00 Value)
- Priority in the 'Christian Community Bulletin'
- Priority coverage on relevant stories

CHURCH DIRECTORY ADVERTISEMENT



Service & Meeting Times
Programs Available
Contact information

Church Address, Telephone Number, Website Address

x10

Christian COMMUNITY BULLETIN

Event Date

Each issue announce to the community upcoming events at your church or ministry! Write up to 50 words describing what's going on, and the details surrounding your event. This is a free service for anyone holding a Christian event; however priority is given to those listed in the Directory.

PRIORITY

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Ministries receive
70%
savings on Package!

Example Advertisement
ACTUAL SIZE



Included in this directory special are two (2) 5 inch by 2 column greyscale advertisements. Ads can be booked for any available space throughout the 10 issues which your ad is running in the directory.
(Colour available for a fee.)

x2

A \$700 value ONLY

\$200

CAMP PACKAGES

Camp Advertising Package #1 - \$400 per 10 issues (a savings of over \$180.00)

- 1.) Listing in Camp Directory (10 Issues) - Includes camp name, address, phone number, email and website.
- 2.) Priority for up to two events per issue in the directory listing.
- 3.) Four (4) greyscale advertisements (2 col x 5 inches), can be booked for any available space throughout the 10 issues your camp is running in the directory. *can be upgraded to colour for a fee.

Camp Advertising Package #2 - \$100 per 10 issues (only \$10 an issue!)

- 1.) Listing in the Camp Directory (10 Issues) - Includes camp name, address, phone number, email and website.
- 2.) Includes priority for up to 2 events per issue in the Camp Directory.

SUBMISSIONS

By making a submission you are acknowledging that you agree to 'The Well News Statement of Faith.'

ARTICLES & STORIES

We welcome submissions of news, stories and articles with a Christian edge. Please ensure that your submission is 500 words or less, includes a headline, name of the author and their community. Photographs, although not required, add enticement to draw readers in. **All photo's must be accompanied by a cutline** which tells the 'who, what and where' of the image. Also, please include the name of the photographer. (Example on right).

EVENTS

Place upcoming Christian events in the "Christian Community Bulletin free of charge. Use up to 50 words to describe the details, date, time, location and contact information to invite readers to your event! *Limited space available; priority given to churches that advertise in the Church & Ministry Directory.



PHOTO CREDIT -> Photo by Karen Amaral

CUTLINE -> Joe Amaral (right) and camera man Chris Atkins (left) filming at Sussita for the weekly television show "First Century Foundations".

Camp Advertising Package #1

Kids Camp August 10th



2 col x 5 inch Advertisements

Included in the camp advertising package #1 are FOUR (4) greyscale advertisements (5 inch by 2 columns). Ads can be booked for any available spot throughout the 10 issues which your ad is running in the camp directory.

(Upgrade to colour ad is available for fee.)

X4

EXAMPLE CAMP DIRECTORY LISTING

Your Bible Camp
1234 5th Street, Your City, BC
Phone: (555) 555-5555
www.biblecamp.ca
Email: fun@biblecamp.ca

Kids Camp July 1-6
Six days of fun! Swimming, archery, campfires and more!
Ages 9-13. Visit our website or call for details on registration.

X10

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THE WELL NEWS TEAM



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DELIVERY PERSONNEL

Colin Fothergill
Helmuth Noelle
Audrey Simpson
Don Gallacher
Elaine Gallacher
**PLUS ALL THE
COLUMNISTS!**



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THE WELL NEWS STATEMENT OF FAITH

We believe

- † In the divine inspiration and authority of the Holy Scriptures.
- † In one God, eternally existing in three persons: Father, Son and Holy Spirit.
- † In the Lord Jesus Christ as true God and true man.
- † That the Lord Jesus Christ died and shed His blood as a sacrifice for the sins of the whole world.
- † That salvation is a free and everlasting gift of God, entirely

apart from works; that every person is responsible to receive salvation by personal faith in the Lord Jesus Christ.

- † That the Holy Spirit regenerates with divine life and personally indwells the believer upon his faith in Christ for salvation.
- † It is the responsibility of each believer, motivated by the love of Christ and empowered by the Holy Spirit, to witness for Christ.