



# **ETHE QUITY**

The voice of the Pontiac since 1883

# **2026 Media Kit**

# THE EQUITY

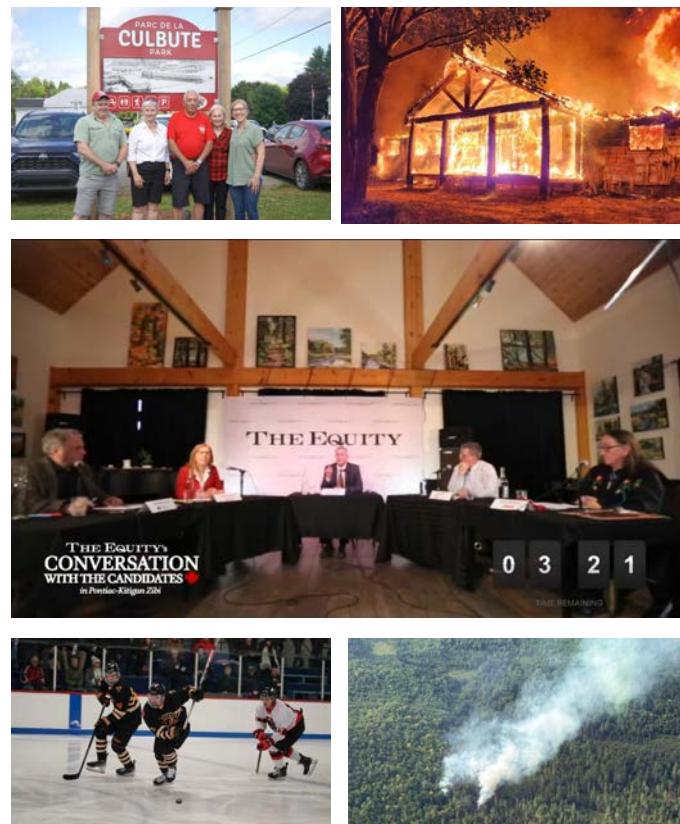
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# The Pontiac's #1 Source of Local News

Looking back on the past year, The Equity continued its evolution into a multi-platform news source for residents of all ages. We produced more local news, delivered it more frequently, and deepened our understanding of how our audience prefers to stay informed.

## 2025 Highlights

- Increased the size of the paper, including more news and new features
- Conducted live YouTube events for the Federal and Municipal elections - viewed by more than 5,000 people
- Launched new mobile apps for both iOS and Android
- Grew a twice-weekly newsletter to more than 2,000 subscribers
- Generated more than 1.3 million content views on Facebook
- Doubled our weekly active digital audience



Contact us at [ads@theequity.ca](mailto:ads@theequity.ca) or call (819) 647-2204 x1002

# Who reads The Equity?

For 143 years, we've primarily served our audience through our weekly printed newspaper. Whether through a subscription or a purchase at a local store, our readers opt in to our content—unlike with free newspapers. This guarantees our audience will read our content, and advertisers won't pay for people who will never see their ad.

As media habits evolve, we are meeting our readers where they are. While our print tradition remains strong, we have expanded into a dynamic digital ecosystem, offering full PDF editions and real-time reporting on our website.



With content updated consistently through the week and a bi-weekly newsletter reaching over 2,000 subscribers, we provide more touchpoints than ever to connect with our loyal audience.

## Audience Breakdown

Print Only Readers per week	Print Only Subscribers	2,450
	In-store purchasers	1,000
	Total Print-Only Readers	3,450
Print + Digital Subscribers		550
Digital Only Readers	Digital Subscribers	375
	Free Users	1,500
	Total Digital Only Readers	1,875
<b>All Readers</b>		<b>6,425</b>

Print continues to anchor our readership. More than two-thirds of our audience read *The Equity* in print — a mix of long-time subscribers and weekly store sales. Print readers are consistent and loyal, forming the backbone of our connection to the region.

Our digital readership extends *The Equity* beyond the printed page. Among these digital users, monthly digital subscribers are the most engaged, reading more articles per person than any other group. Annual subscribers provide steady, year-round support, while free users represent our casual readers who can access up to 4 articles for free each month.

**Details are available at [theequity.ca/audience](http://theequity.ca/audience)**

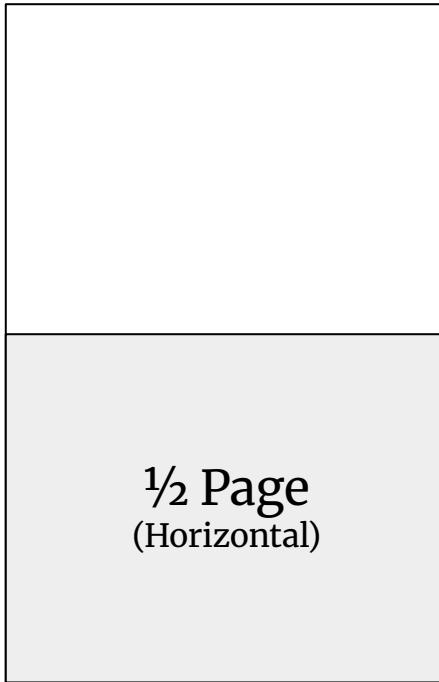
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# Advertising Sizes

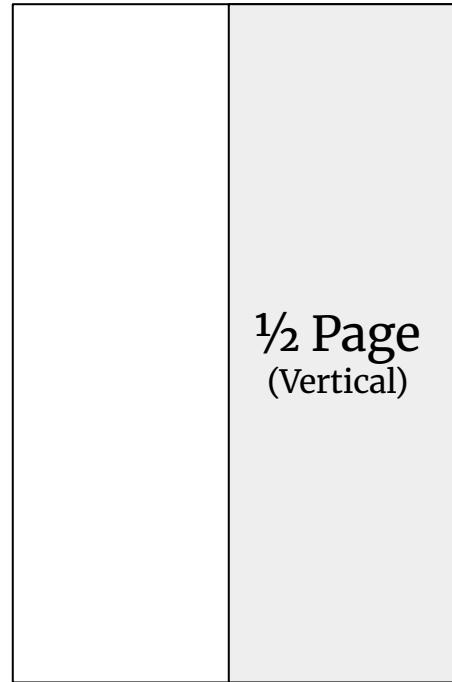
We use modular ad sizes at *The Equity*, allowing us to offer multiple, easy-to-understand options to suit any advertising budget.



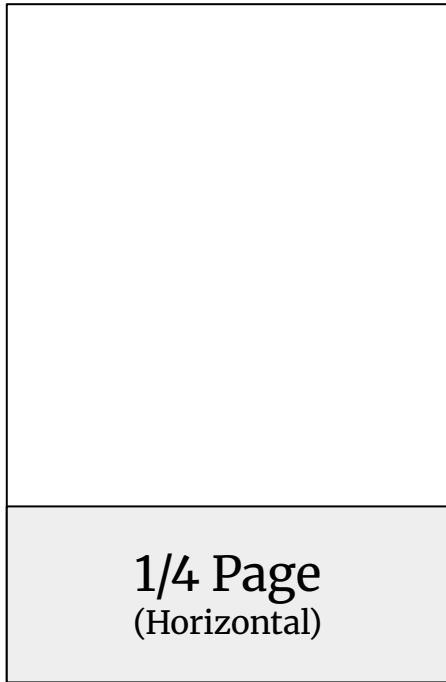
Full Page



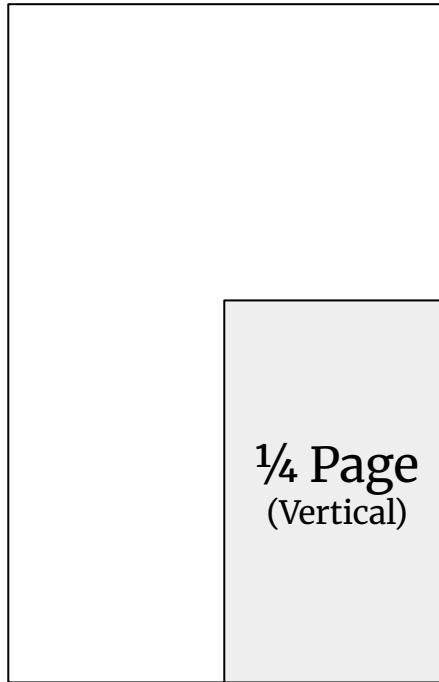
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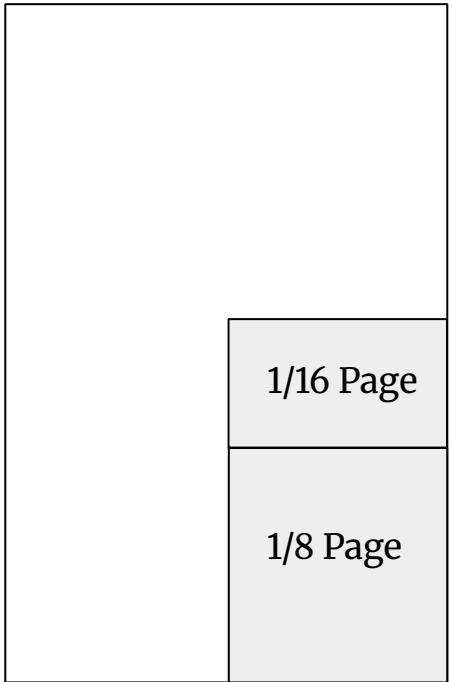
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$\frac{1}{4}$  Page  
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$\frac{1}{4}$  Page  
(Vertical)



$\frac{1}{16}$  Page

$\frac{1}{8}$  Page

Business Card sized ads available within our “Bulletin Board”  
**Sizes & rates are available at [calumetmedia.ca/print-advertising/](http://calumetmedia.ca/print-advertising/)**

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# Advertising Deadlines

To secure your placement in *The Equity*, please make sure you meet our advertising booking deadlines.

Print space bookings must be confirmed by **Friday at 5:00 PM**, with all final creative assets delivered by **Monday at 12:00 PM**. Digital ads must be received **3 days prior** to publication.



## Holidays & Special Dates

Issue	Closest Publication Date	Deadline
Valentine's Day (Feb 14)	Feb 11	Booking: Friday Feb 6 Creative: Monday, Feb 9
Easter (April 20)	April 15	Booking: Friday April 10 Creative: Monday, April 13
Mother's Day (May 10)	May 6	Booking: Friday May 1 Creative: Monday, May 4
Father's Day (June 21)	June 17	Booking: Friday June 12 Creative: Monday, June 15
Fête Nationale (June 24)	June 24	Booking: Friday June 19 Creative: Monday, June 22
Canada Day (July 1)	July 1	Booking: Friday June 26 Creative: Monday, June 29
Labour Day (Sept 7)	Sept 2	Booking: Friday Aug 28 Creative: Monday Aug 31
Thanksgiving (Oct 12)	Oct 7	Booking: Friday Oct 2 Creative: Monday, Oct 5
Remembrance Day (Nov 11)	Nov 11	Booking: Friday Nov 6 Creative: Monday, Nov 9
Christmas (Dec 25)	Dec 23	Booking: Friday Dec 18 <b>Creative: Friday Dec 18</b>

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# Special Editions

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## SUMMER GUIDE 2026

This issue will be readers' guide to making the most of summer in the Pontiac, including things like features on local outdoor adventure activities, businesses offering unique summer experiences, spotlights on local agricultural producers, how-to guides from on keeping the kids occupied all summer.

### This issue will include:

- A second section of the newspaper
- Feature-length special content
- An expanded community calendar with local events and activities from across the region
- Larger trivia and crosswords to keep you thinking in the lazy days of Summer

### Dates

Publication Date	Wednesday May 13
Booking Deadline	Friday May 8 @ 12pm
Creative Deadline	Friday May 8 @ 5pm



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## SHAWVILLE FAIR

The Shawville Fair celebrates its 170th edition this Labour Day Weekend, and *The Equity* will print a special Fair edition on August 26th. Filled with a complete lineup of what to expect at the Fair, we'll also look back on the past 170 years of cattle shows, horse pulls, and entertainment that have made the Fair the largest event in the Valley.

### This issue will include:

- A full listing of events and entertainment
- Special content revolving around what's happening at the Fair
- Profiles of exhibitors
- A look back at 170 years of pictures and stories from the Fair

### Dates

Publication Date	Wednesday Aug 26
Booking Deadline	Friday Aug 21 @ 12pm
Creative Deadline	Friday Aug 21 @ 5pm



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# THE EQUITY CHRISTMAS EDITION

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Featuring heartwarming local stories, cherished family traditions, and seasonal guides, our extra large Christmas Edition is designed with high-quality production values that earn it a permanent place on coffee tables throughout the season.

## This special issue will include:

- Our annual extra-large Christmas Crossword puzzle
- Colouring pages for the kids
- Recipes to try over the holidays
- Expanded Community Calendar
- A look on Christmases past
- Special content curated specifically for this issue

## Dates

Publication Date	Wednesday Dec 23
Booking Deadline	Friday Dec 18 @ 12pm
Creative Deadline	Friday Dec 18 @ 5pm



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## SUMMER 2026 ADVERTISING PLAN

Maximize your seasonal reach with The Equity's Summer Guide 2026, launching May 13. This high-impact issue reaches thousands of residents and returning cottagers just as the season begins.

By booking your kickoff ad in the Guide, you'll unlock our exclusive Summer pricing – including deeply discounted follow-up ads through June, July, and August. It's the most cost-effective way to keep your brand front-of-mind all summer long.

Ad in May (Summer Guide)	Ad in June	Ad in July	Ad in August (excludes Fair)	Total
Full Page \$1,500	¼ Page (\$400) \$200	¼ Page (\$400) \$200	¼ Page (\$400) <b>FREE</b>	Investment: \$1,900 (Value: \$2,700) <b>Save 30%</b>
½ Page \$800	¼ Page (\$400) \$350	¼ Page (\$400) \$350	⅛ Page (\$200) <b>FREE</b>	Investment: \$1,500 (Value: \$2,000) <b>Save 25%</b>
1/4 Page \$400	⅛ Page (\$200) \$150	⅛ Page (\$200) \$150	1/16 Page (\$100) <b>FREE</b>	Investment: \$720 (Value: \$900) <b>Save 20%</b>
⅛ Page \$200	⅛ Page (\$200) \$180	⅛ Page (\$200) \$180	1/16 Page (\$100) <b>FREE</b>	Investment: \$560 (Value: \$700) <b>Save 20%</b>

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## SPECIAL EDITIONS ADVERTISING PLAN

Maximize your brand's visibility during our three most anticipated moments of the year: the **Summer Guide**, the **Shawville Fair**, and our **Christmas Edition**. This comprehensive package is designed for businesses looking to maximize their reach when community engagement and readership are at their absolute peak. By securing your presence in all three marquee issues, you benefit from a consistent year-round connection with our audience at our competitive bundled rates.

Ad in May (Summer Guide)	Ad in August (Shawville Fair)	Ad in December (Christmas)	Total Investment
Full Page Investment: \$1,000 (Value: \$1,500)	Full Page Investment: \$1,000 (Value: \$1,500)	Full Page Investment: \$1,000 (Value: \$1,500)	Investment: \$3,000 (Value: \$4,500) <b>Save 33%</b>
½ Page Value: \$800 Investment: \$600	½ Page Value: \$800 Investment: \$600	½ Page Value: \$800 Investment: \$600	Investment: \$1,800 (Value: \$2,400) <b>Save 25%</b>
¼ Page Value: \$400 Investment: \$320	¼ Page Value: \$400 Investment: \$320	¼ Page Value: \$400 Investment: \$320	Investment: \$960 (Value: \$1,200) <b>Save 20%</b>
⅛ Page Value: \$200 Investment: \$170	⅛ Page Value: \$200 Investment: \$170	⅛ Page Value: \$200 Investment: \$170	Investment: \$510 (Value: \$600) <b>Save 15%</b>
1/16 Page Value: \$100 Investment: \$90	1/16 Page Value: \$100 Investment: \$90	1/16 Page Value: \$100 Investment: \$90	Investment: \$270 (Value: \$300) <b>Save 10%</b>

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A photograph of a lush green cornfield in the foreground, with a dirt road and a white flower in the background.

THE  
**EQUITY**

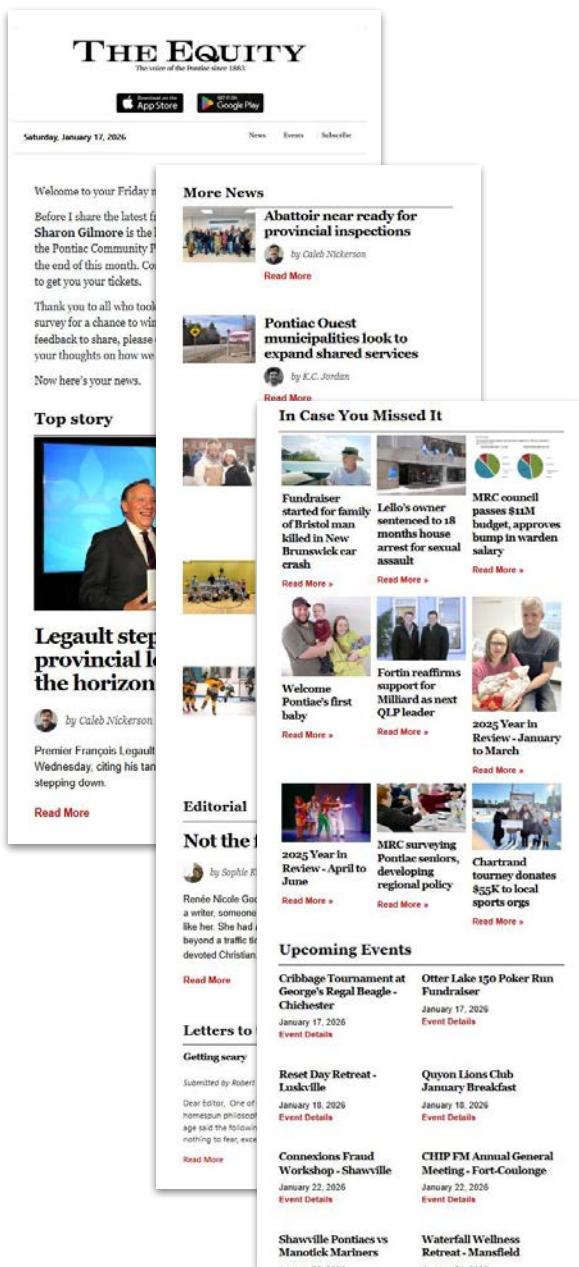
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**Sponsorships**





# The Equity's Newsletters



The screenshot shows the homepage of The Equity website. At the top, there's a navigation bar with links for 'News', 'Events', and 'Subscribe'. Below that, a banner for the 'Tuesday Newsletter' is displayed. The main content area features several news stories with images and brief descriptions. One story is about an abattoir near ready for provincial inspections. Another is about Pontiac Ouest municipalities looking to expand shared services. There's also a 'Top Story' about Legault stepping provincial leadership. The 'Editorial' section includes a piece by Sophie R. The 'Letters to the Editor' section has a piece from Robert. The 'Upcoming Events' section lists various local tournaments and meetings, such as the Cribbage Tournament at George's Regal Beagle - Chichester, the Otter Lake 150 Poker Run Fundraiser, and the Quyon Lions Club January Breakfast.

Since 2025, The Equity has focused on building a premium digital experience, growing an opted-in audience of over 2,000 active members. This list represents our most engaged stakeholders: loyal print subscribers, digital readers, and community members who have specifically registered for our updates.

We deliver high-value content twice weekly:

**Tuesday Afternoons:** A "first look" edition delivering a direct PDF download of the next day's paper, alongside essential weather forecasts and upcoming community events.

**Friday Afternoons:** A comprehensive "Week in Review" featuring top stories, editorials, letters to the editor, and exclusive online-only content published after our print deadline.

Our digital audience is exceptionally active. By utilizing advanced filtering to ensure data accuracy, we maintain a 30% verified human open rate and a 10% click-through rate—metrics that triple the national publishing average.

## Tuesday Newsletter

**Banner**  
(1 available per week)  
\$100 per week

## Friday Newsletter

**Banner**  
(2 available per week)  
\$100 per week

## Both Newsletters

**Banner in both Tue & Fri**  
(1 availability)  
\$175 per week

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# *The Equity's Mobile App Sponsorship*

We are proud to announce the launch of *The Equity*'s official mobile app, now available for download on both iOS and Android.

Designed for the modern reader, our app brings quality local news directly to your smartphone with a seamless, user-friendly interface. Subscribers can now enjoy instant access to breaking news, a high-resolution PDF reader for the weekly edition, and archived stories at their fingertips.

With push notifications, our audience never misses a critical update, ensuring *The Equity* remains the most immediate and reliable source for local information in 2026.



## *Sponsorship Opportunities*

### **Option 1 - Digital Only**

- Logo inclusion on Mobile App loading screen
- Logo inclusion in footer in twice-weekly newsletter with link
- Sponsorship mention in online advertising for the app
- Online ad on website alongside news content

Value: \$175/week

Investment: \$125/week

Minimum 13 week investment

### **Option 2 - With Print**

- Everything in Digital Only Option
- Logo inclusion on weekly 1/16 ad promoting the app as "sponsor"
- Full sell 1/8 advertisement within the newspaper

Value: \$400/week

Investment: \$300/week

Minimum 13 week investment

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