



THE EQUITY

The voice of the Pontiac since 1883

2026 Media Kit

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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 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
All Readers		6,425

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.

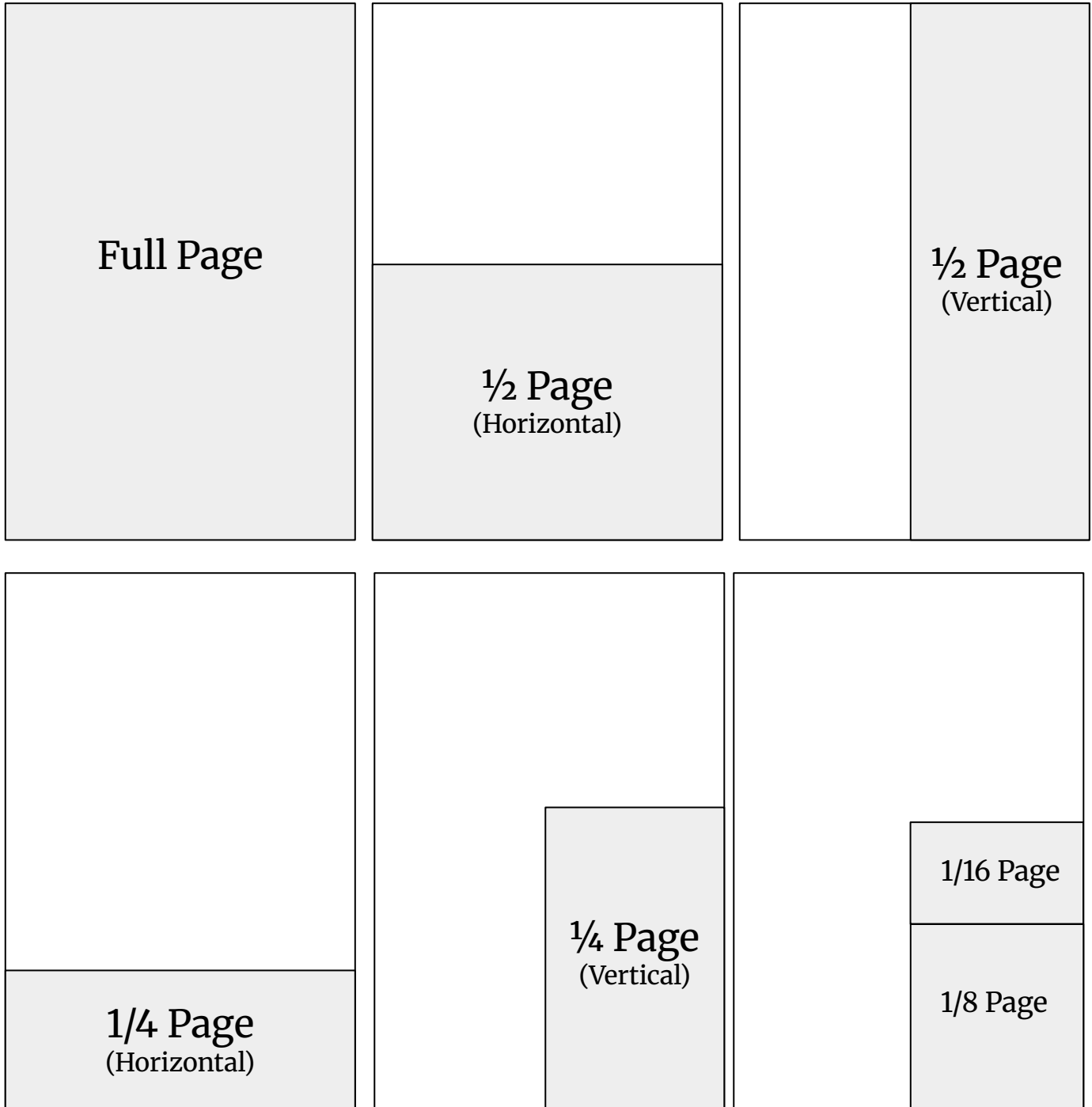
Our digital readership extends *The Equity* beyond the printed page. Among these digital users, monthly digital subscribers are the most engaged, reading more articles per person than any other group. Annual subscribers provide steady, year-round support, while free users represent our casual readers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

Details are available at theequity.ca/audience

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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.



Business Card sized ads available within our “Bulletin Board”
Sizes & rates are available at calumetmedia.ca/print-advertising/

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

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 Creative: Friday Dec 18

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A group of people, including a man in a cowboy hat and a woman, are standing behind a metal fence at a rodeo. The scene is backlit by a bright sunset, creating a warm, golden glow. A black and white dog is visible in the foreground, partially obscured by the woman.

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Special Editions

SUMMER GUIDE 2026

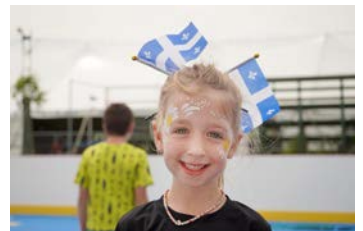
This issue will be readers' guide to making the most of summer in the Pontiac, including things like features on local outdoor adventure activities, businesses offering unique summer experiences, spotlights on local agricultural producers, how-to guides from on keeping the kids occupied all summer.

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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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) FREE	Investment: \$1,900 (Value: \$2,700) Save 30%
½ Page \$800	¼ Page (\$400) \$350	¼ Page (\$400) \$350	⅛ Page (\$200) FREE	Investment: \$1,500 (Value: \$2,000) Save 25%
1/4 Page \$400	⅛ Page (\$200) \$150	⅛ Page (\$200) \$150	1/16 Page (\$100) FREE	Investment: \$720 (Value: \$900) Save 20%
⅛ Page \$200	⅛ Page (\$200) \$180	⅛ Page (\$200) \$180	1/16 Page (\$100) FREE	Investment: \$560 (Value: \$700) Save 20%

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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) Save 33%
½ Page Value: \$800 Investment: \$600	½ Page Value: \$800 Investment: \$600	½ Page Value: \$800 Investment: \$600	Investment: \$1,800 (Value: \$2,400) Save 25%
¼ Page Value: \$400 Investment: \$320	¼ Page Value: \$400 Investment: \$320	¼ Page Value: \$400 Investment: \$320	Investment: \$960 (Value: \$1,200) Save 20%
⅛ Page Value: \$200 Investment: \$170	⅛ Page Value: \$200 Investment: \$170	⅛ Page Value: \$200 Investment: \$170	Investment: \$510 (Value: \$600) Save 15%
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) Save 10%

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A photograph of a cornfield with a dirt road in the background. The corn plants are tall and green, with long leaves. The dirt road is light brown and runs diagonally from the middle ground towards the background. The sky is bright and overcast. The overall scene is a rural landscape.

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Sponsorships

The Equity's Community Calendar

The Equity's Community Calendar is the region's most trusted resource for local events, serving as the essential roadmap for our readers' weekly plans. Your brand gains multi-platform visibility every Wednesday in our Print and PDF editions, as well as through our two weekly newsletters and 24/7 digital access online.

Partner with us to position your business at the heart of community life and connect with a highly engaged local audience.

Complete Sponsorship

- ¼ Page ad running weekly under the Community Calendar
- Logo and link in both Tuesday & Friday newsletters as sponsor
- Logo & Link to your website on The Equity's homepage
- 300x250 ad running on all Events pages on the website

Value: \$700/week
Investment: \$500/week

Shared Sponsorship (2)

- 1/8 Page ad running weekly under the Community Calendar
- Logo and link in both Tuesday OR Friday newsletters as sponsor
- Logo & Link to your website on The Equity's homepage
- 50% of 300x250 ads running on all Events pages on the website

Value: \$350/week
Investment: \$300/week

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

Page 8 THE EQUITY Wednesday, December 10, 2025 The voice of the Pontiac since 1889

Your COMMUNITY Calendar

This community calendar will show upcoming festive events, so enjoy it as you can fit into this space. If you'd like your event to be included going forward, please upload it to our online listing of this calendar free of charge, by clicking this QR code.

For those who prefer the offline kit, please don't give it up. Send us the details of your event by phone to 122 rue Centre, Shawville, QC J6K 2H5, or stop by in person.

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Friday, Dec. 12

Penitence vs. Pung in Pato Kigists
Where: Shawville Sports 215 rue Long
When: 7:45 p.m. (Wednesday at 7:15)
Regular Season Home Game vs. Saint of Quebec Road 2

Dr. Jaz: A Brief History of Jazz
Where: 165 Chem. de Chapet O, Shawville
When: 7:30 p.m.
Dr. Jaz is a live music series, featuring local and regional artists. This week, Dr. Jaz is featuring a special live performance by a local band.

Saturday, Dec. 13

Penitence vs. Pung in Pato Kigists
Where: Shawville Sports 215 rue Long
When: 7:45 p.m. (Wednesday at 7:15)
Regular Season Home Game vs. Saint of Quebec Road 2

Sunday, Dec. 14

Penitence vs. Pung in Pato Kigists
Where: Shawville Sports 215 rue Long
When: 7:45 p.m. (Wednesday at 7:15)
Regular Season Home Game vs. Saint of Quebec Road 2

Wednesday, Dec. 17

Penitence vs. Pung in Pato Kigists
Where: Shawville Sports 215 rue Long
When: 7:45 p.m. (Wednesday at 7:15)
Regular Season Home Game vs. Saint of Quebec Road 2

Thursday, Dec. 18

Penitence vs. Pung in Pato Kigists
Where: Shawville Sports 215 rue Long
When: 7:45 p.m. (Wednesday at 7:15)
Regular Season Home Game vs. Saint of Quebec Road 2

Friday, Dec. 19

Penitence vs. Pung in Pato Kigists
Where: Shawville Sports 215 rue Long
When: 7:45 p.m. (Wednesday at 7:15)
Regular Season Home Game vs. Saint of Quebec Road 2

Saturday, Dec. 20

Penitence vs. Pung in Pato Kigists
Where: Shawville Sports 215 rue Long
When: 7:45 p.m. (Wednesday at 7:15)
Regular Season Home Game vs. Saint of Quebec Road 2

Sunday, Dec. 21

Penitence vs. Pung in Pato Kigists
Where: Shawville Sports 215 rue Long
When: 7:45 p.m. (Wednesday at 7:15)
Regular Season Home Game vs. Saint of Quebec Road 2

Monday, Dec. 22

Penitence vs. Pung in Pato Kigists
Where: Shawville Sports 215 rue Long
When: 7:45 p.m. (Wednesday at 7:15)
Regular Season Home Game vs. Saint of Quebec Road 2

Tuesday, Dec. 23

Penitence vs. Pung in Pato Kigists
Where: Shawville Sports 215 rue Long
When: 7:45 p.m. (Wednesday at 7:15)
Regular Season Home Game vs. Saint of Quebec Road 2

Wednesday, Dec. 24

Penitence vs. Pung in Pato Kigists
Where: Shawville Sports 215 rue Long
When: 7:45 p.m. (Wednesday at 7:15)
Regular Season Home Game vs. Saint of Quebec Road 2

Thursday, Dec. 25

Penitence vs. Pung in Pato Kigists
Where: Shawville Sports 215 rue Long
When: 7:45 p.m. (Wednesday at 7:15)
Regular Season Home Game vs. Saint of Quebec Road 2

Friday, Dec. 26

Penitence vs. Pung in Pato Kigists
Where: Shawville Sports 215 rue Long
When: 7:45 p.m. (Wednesday at 7:15)
Regular Season Home Game vs. Saint of Quebec Road 2

Saturday, Dec. 27

Penitence vs. Pung in Pato Kigists
Where: Shawville Sports 215 rue Long
When: 7:45 p.m. (Wednesday at 7:15)
Regular Season Home Game vs. Saint of Quebec Road 2

Sunday, Dec. 28

Penitence vs. Pung in Pato Kigists
Where: Shawville Sports 215 rue Long
When: 7:45 p.m. (Wednesday at 7:15)
Regular Season Home Game vs. Saint of Quebec Road 2

Monday, Dec. 29

Penitence vs. Pung in Pato Kigists
Where: Shawville Sports 215 rue Long
When: 7:45 p.m. (Wednesday at 7:15)
Regular Season Home Game vs. Saint of Quebec Road 2

Tuesday, Dec. 30

Penitence vs. Pung in Pato Kigists
Where: Shawville Sports 215 rue Long
When: 7:45 p.m. (Wednesday at 7:15)
Regular Season Home Game vs. Saint of Quebec Road 2

Wednesday, Dec. 31

Penitence vs. Pung in Pato Kigists
Where: Shawville Sports 215 rue Long
When: 7:45 p.m. (Wednesday at 7:15)
Regular Season Home Game vs. Saint of Quebec Road 2

HOME GAME THIS FRIDAY

UPCOMING GAMES - DEC 12, DEC 19 & JAN 2

GAMEDAY: ADULT \$12 - STUDENT \$7
SHAWVILLEPONTIACS.HOCKEYSHIFT.COM

BULLETIN BOARD

Just like the corkboard outside your local grocery store, our Bulletin Board is a space for small businesses, community groups and non-profits to share their news and promote upcoming events. If you're a small business, this is an affordable way to get noticed — advertising starts at just \$50 per week.

If you're a non-profit or community organization, you can post here for free! Email ads@theequity.ca to reserve your space today.

MacGREGOR CONCRETE PRODUCTS
BRANDS: BUSHBY, LIMITED
Shawville, Ontario
Local: 1-813-785-3499
Toll Free: 1-800-267-0118

TRÉPANIÉ & RAFFOUL
NOTAIRES/NOTARIES
Counsellors in law
Jean-Pierre Raffoul
Marie-Tatiana Trépanier
Cléry Raffoul / Marie-Tatiana Trépanier
117 Front Street East, Suite 200 • J6K 2H5
819-647-2204 • Fax: 819-647-2205

CONSTRUCTION PIESCHKE
Entrepreneur général - General Contractor
Construction neuve et rénovations
New Construction and Renovations
• Residential • Commercial • Industrial
Estimation gratuite - Free Estimates
Cell: 819-922-8010 - Cellular
1480 Boulevard de la Vallée, Shawville, QC J6K 2H5

PONTIAC ARCHIVES
300 RUE MAIN, SHAWVILLE
OPEN MONDAY - FRIDAY 10:00 AM - 5:00 PM
SATURDAY 10:00 AM - 4:00 PM
BY APPOINTMENT ONLY

THE EQUITY
To place an advertisement for your business or event, call 819-647-2204 or email advertising@theequity.ca

Stone School Gift Shop
284 rue Main, Shawville, QC J6K 2H5
Open 10:00 am - 5:00 pm, 7 days a week

Sponsorships must run for a minimum of 13 weeks

The Equity's Puzzler's Corner

Engage our readers where they spend the most time with ***The Equity's*** **Puzzler's Corner**, a weekly staple featuring crosswords and trivia. Each month, the stakes rise with our custom local crossword, featuring clues drawn from recent news and deep-rooted community lore designed to stump even the most knowledgeable locals. Sponsoring this section ensures your brand is part of a high-dwell, interactive experience that readers look forward to every Wednesday.

Option 1 - 1/8 Page Ad

- 1/8 Page ad running weekly beside the Puzzle, shared with the Trivia Column
- Business tag in Facebook post with last week's solution (done weekly)

Value: \$300/week

Investment: \$200/week

Minimum 13 week investment

Option 2 - Banner Ad

- Full width banner (13.25" x 2") at the bottom of the page
- Business tag in Facebook post with last week's solution (done weekly)

Value: \$500/week

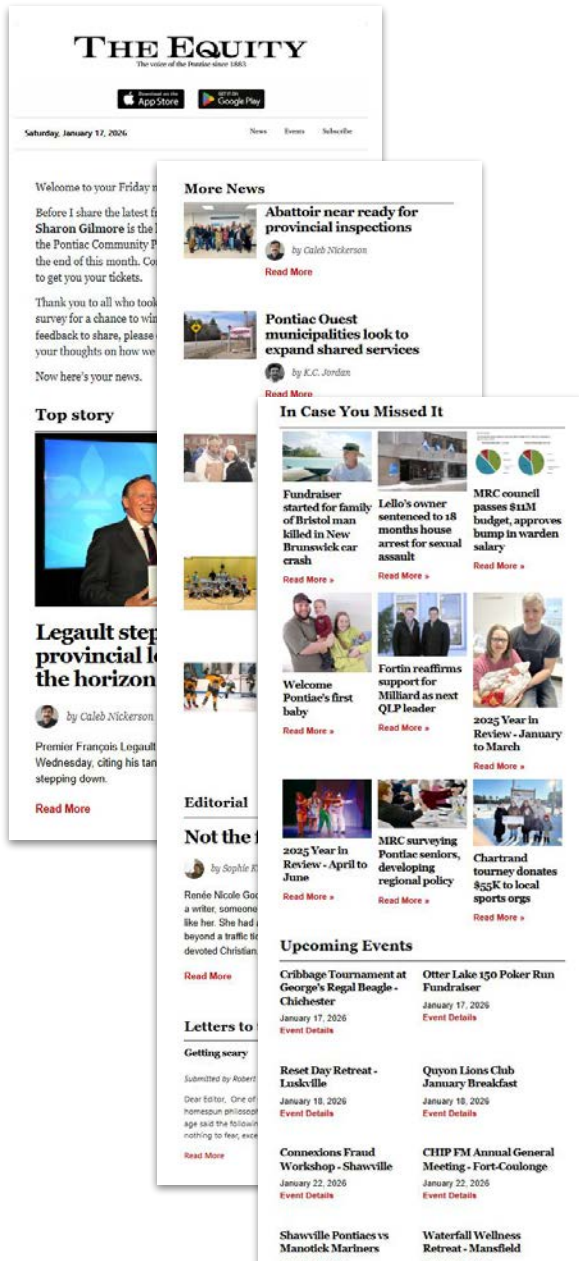
Investment: \$350/week

Minimum 13 week investment

[illegible]

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

The Equity's Newsletters



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

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

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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