

Take advantage of the many advertising opportunities available at Canadian Forces Base Esquimalt.



An award-winning weekly publication, the **Lookout Newspaper** is the main source of news for CFB Esquimalt's military members, veterans, civilian employees and their families. Weekly circulation is 4,500 a week with an additional 1,500 online



The **Activity Guide** provides information on sports, recreation, education and health programs at CFB Esquimalt. 5,000 Guides are distributed to base employees three times each year as well as being available online.



Produced annually, the **Base Information Guide** includes a base directory, maps and yellow pages. It is given to all incoming military members and is widely distributed to units throughout the base.

Military personnel: 4,200
 Civilian personnel: 2,000
 Family members: 4,000+
Total:..... 10,200+

This population increases by 1,000 to 2,000 at times due to the influx of Regular and Reserve forces attending a wide range of specialized training.

This sizeable military community represents one of Victoria's, and the province's largest employers and economic engines.

Annually, the Navy and the base inject over half a billion dollars into the local community.

For more information on any of these products or to book an ad contact Melissa Atkinson **250-363-3372**
melissa.atkinson@forces.gc.ca
www.lookoutnewspaper.com

Book a booth at one of our trade shows



Maritime Forces Pacific Expo
 Education & wellness tradeshow
February 8, 2012

Email for more info or to secure your vendor placement.
melissa.atkinson@forces.gc.ca



MARPAC NAOSH EXPO
 May 9, 2012 • 9am-4pm • MATHEN Drill Dock
SAFETY HEALTH HEALTH SAFETY SAFETY
May 10, 2012

Email for more info or to secure your vendor placement.
melissa.atkinson@forces.gc.ca



CFB Esquimalt Industrial Supplier Trade Show
September 20, 2012

Email for more info or to secure your vendor placement.
melissa.atkinson@forces.gc.ca

Target a \$344 million annual payroll

IN PRINT

Premium Cover Full Colour

Business card \$150
 Top lug \$172

Full Colour Inside Pages

Full Page \$1,377
 Half Page \$714
 Qtr. Page \$357
 Business card \$68

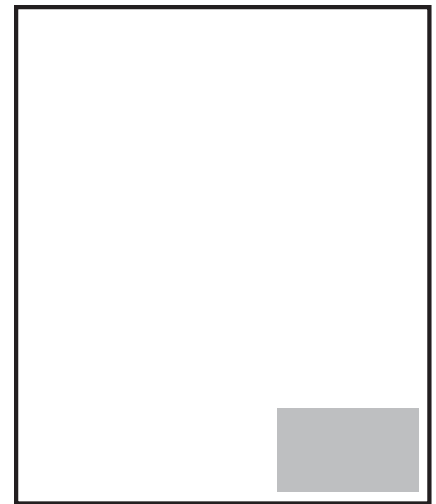
Flyer Distribution

\$240 per 4,000 flyers (customer supplied)

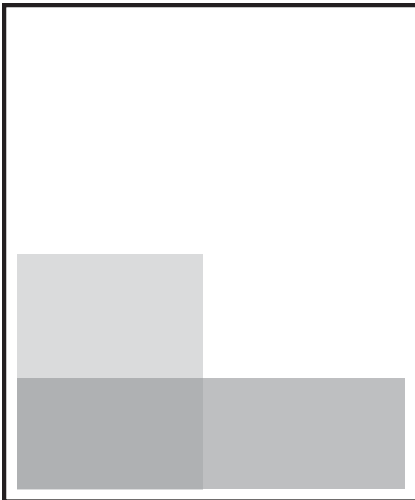
Black & White Inside

Full Page \$1,093
 Half Page \$567
 Qtr. Page \$283
 Business card \$54

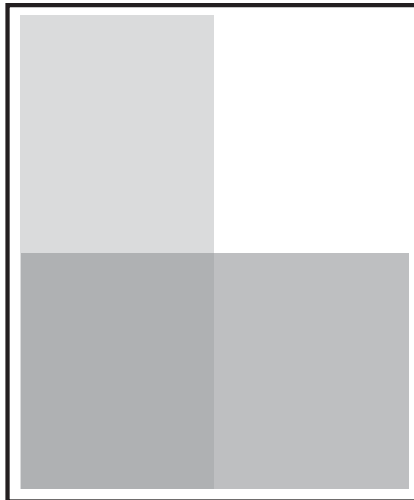
Ask about our classified and frequency rates.



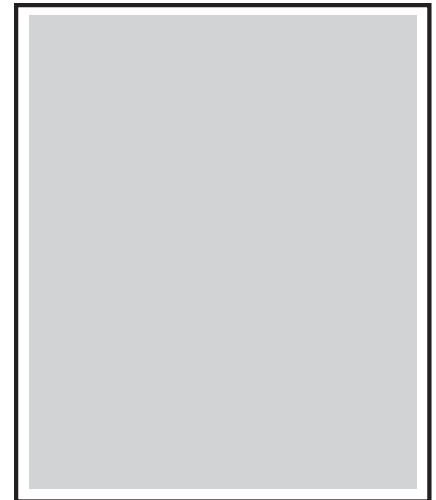
Business Card • 3 1/4" x 2"



Qtr. Page - Vert. • 5" x 7"
Qtr. Page - Horiz. • 10 1/4" x 3 1/4"



Half Page - Vert. • 5" x 13 1/2"
Half Page - Horiz. • 10 1/4" x 7"



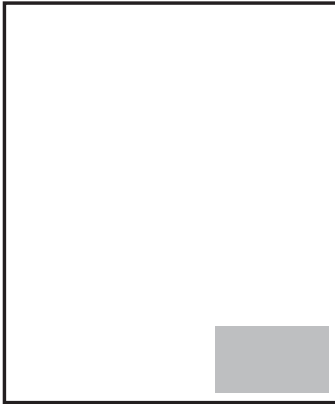
Full Page • 10 1/4" x 13 1/2"

The Lookout Newspaper was named the number one Canadian military newspaper for 2010 and 2011 in the CCNA Better Newspapers Competition. With content that's both interesting and relevant, Lookout is the top source of news for CFB Esquimalt.

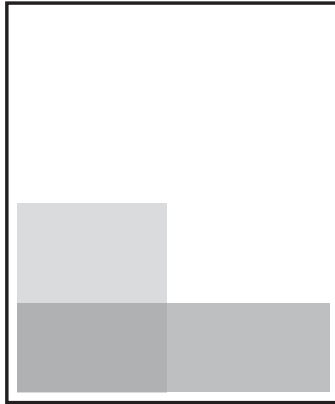
Call 250-363-3372

BASE INFORMATION GUIDE

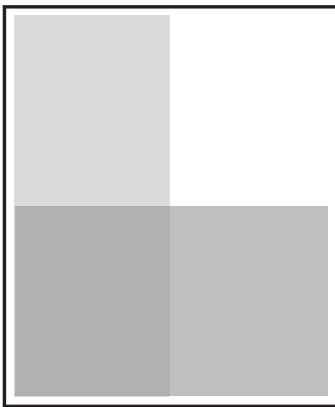
2012/13 AD RATES



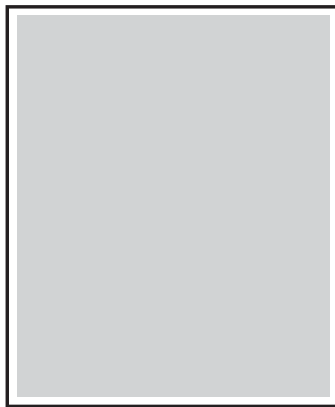
Business Card - 3.66" x 2.25"



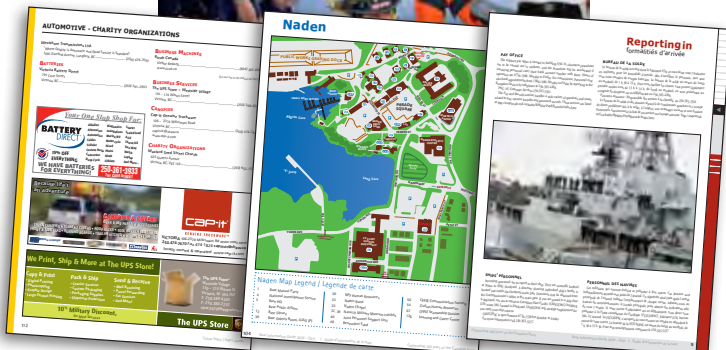
Quarter Page - Vert. 3.66" x 4.6"
Quarter Page - Horiz. 7.5" x 2.25"



Half Page - Vert. 3.66" x 9.3"
Half Page - Horiz. 7.5" x 4.6"



Full Page 7 1/4" x 9 1/2"



Premium Space / Covers

Full Colour - Limited availability

Outside Back full Page	\$2600
Outside Back 1/2 Page	\$1600
Outside Back 1/4 Page	\$1200
Inside Front full Page	\$2200
Inside Back full Page	\$2200
Inside Back / front 1/2 Page	\$1400
Inside Back / front 1/4 Page	\$1000

Map Section

Full Colour - Limited availability

Full Page	\$1925
Half Page	\$1325
Quarter Page	\$760

Yellow Pages - Full Colour

HALF PAGE	\$1000
Vertical 3.66" x 9.3"	\$700
Horizontal 7.5" x 4.6"	\$700
QUARTER PAGE	
Vertical 3.66" x 4.6"	\$550
Horizontal 7.5" x 2.25"	\$550
3.66" x 2.25"	\$450
3.66" x 3"	\$500

All ads include ONE three-line alphabetical listing at no additional cost in the Yellow Pages. It will appear under a classification and will refer to the display ad.

Yellow Page Listings Only

LISTING RATES

3 Line Listing	\$250
Additional lines	\$35

EXAMPLE

Goodeats Restaurant
600 Tasty Ave.
Victoria250-239-1234

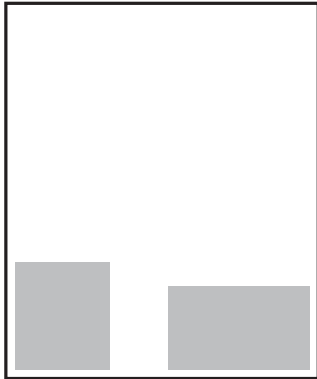
* Prices do not include HST. A signed ad insertion order is required

The annual Base Information Guide provides information about all aspects of the Formation. It contains quick facts about military offices and facilities and helps newcomers find their way around.

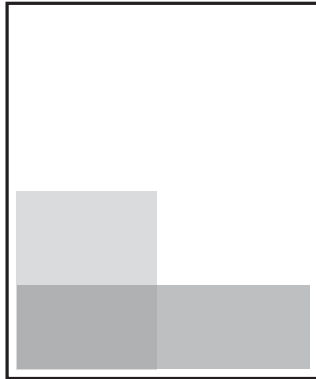
Call 250-363-3372

Activity GUIDE

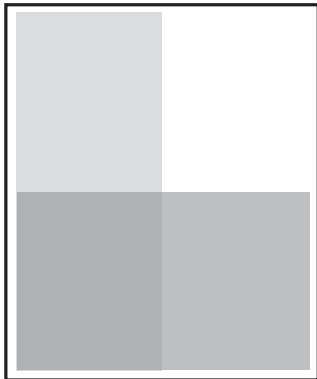
Serving the Defence Community of CFB Esquimalt



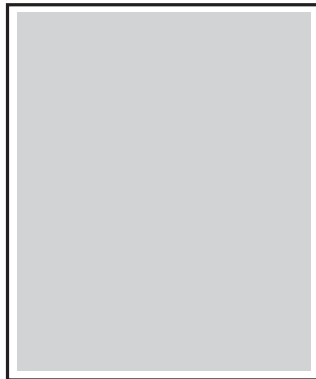
Directory • 5 1/4" x 2 3/4"
Half Banner • 3 1/2" x 2 1/4"



Qtr. Page - Vert. • 3 1/2" x 4 1/2"
Qtr. Page - Horiz. • 7 1/4" x 2 1/4"



Half Page - Vert. • 3 1/2" x 9 1/2"
Half Page - Horiz. • 7 1/4" x 4 1/2"



Full Page • 7 1/4" x 9 1/2"

2012 AD RATES

Premium Glossy full colour pages:

Inside front, inside back & outside back

Full page.....	\$1200
Half Page.....	\$510
Quarter Page.....	\$390

Inside Pages - Colour

Full Page.....	\$660
Half Page.....	\$360
Third Page Square.....	\$320
Quarter Page.....	\$290

Inside Pages - Black & White or spot

Full Page.....	\$560
Half Page.....	\$310
Quarter Page.....	\$220
Half banner.....	\$160

Business Directory

2.25"w x 2.75"h.....	\$100
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Prices include layout, artwork and typesetting. A proof will be submitted to the advertiser for final approval.

* Prices do not include HST. A signed ad insertion order is required.

Booking deadline for Winter 2012-13
November 1, 2012

The Maritime Forces Pacific Activity Guide is a comprehensive booklet on all fitness, sports, recreation, health, children, family and other morale and welfare programs available to the Defence community. It has a distribution of 5,500 copies, and is produced three times a year.

Call 250-363-3372

