

Verb

2010 Media Kit

About Us

Verb is Saskatoon's hottest urban news and events publication. With a focus ranging from local to international, Verb seeks to educate and inform Saskatoon's growing population. New issues are released every Friday and are available throughout the city thanks to Verb's extensive distribution network, consisting of 500 locations plus an exclusive presence in custom racks inside Saskatoon Transit buses (over 100 vehicles).

Verb is freely available in the city's high-traffic areas with a major presence in the downtown core, Broadway, 8th Street and both the University of Saskatchewan and SIAST Kelsey campuses, as well as Sutherland and the city's north end and west side. Additionally, Verb is Saskatoon's only free publication offering full-colour printing, on every page, at no extra charge.

The City

Verb recognizes the changing demographics of the city while respecting the cultural and ideological traditions that have made Saskatoon the centre of culture, business and education in Saskatchewan. Verb also serves Saskatoon's outlying communities, as they are increasingly becoming an integral part of Saskatoon.

The Audience

While Verb's style and content are not exclusive to any one demographic, Verb specifically targets readers 16-39 years of age. The target population, while not skewing male or female, is active in the community and has a large amount of disposable income.

The Product

Verb is printed in a tabloid style and has the advantage of being printed in full colour. The convenient tabloid format allows people to enjoy the paper while in tight spaces such as on the bus or in a university classroom. Printing in full colour not only gives Verb a vibrant, reader-friendly appearance, but also makes it possible to charge significantly less for colour advertisements than competing publications.

Verb is distributed at a variety of locations around Saskatoon and outlying communities. Outdoors, Verb is available in bright orange newspaper boxes situated in Saskatoon's highest-traffic areas. Indoors, Verb is available on bright orange racks in businesses around the city. In an exclusive deal with Saskatoon Transit, Verb is also the only publication distributed inside Saskatoon Transit buses.

The Market

Verb is uniquely situated in the Saskatoon marketplace in the rapidly growing sector of free weekly newspapers. While circulation for subscription-based dailies continues to decline, free publications have seen dramatic growth which shows no signs of abating.



Verb

Saskatoon's Hottest Weekly

Box 21145 - Saskatoon, SK S7H 5N9

Phone: (306) 979-2253 Web: www.VerbNews.com

'10 Run Dates & Deadlines

BOOKING	CAMERA READY	EDITION
January 5	January 6	January 8
January 12	January 13	January 15
January 19	January 20	January 22
January 26	January 27	January 29
February 2	February 3	February 5
February 9	February 10	February 12
February 16	February 17	February 19
February 23	February 24	February 26
March 2	March 3	March 5
March 9	March 10	March 12
March 16	March 17	March 19
March 23	March 24	March 26
March 30	March 31	April 2
April 6	April 7	April 9
April 13	April 14	April 16
April 20	April 21	April 23
April 27	April 28	April 30
May 4	May 5	May 7
May 11	May 12	May 14
May 18	May 19	May 21
May 25	May 26	May 28
June 1	June 2	June 4
June 8	June 9	June 11
June 15	June 16	June 18
June 22	June 23	June 25



Saskatoon's Hottest Weekly

Box 21145 - Saskatoon, SK S7H 5N9

Phone: (306) 979-2253 Web: www.verbnews.com

'10 Run Dates & Deadlines

BOOKING	CAMERA READY	EDITION
June 29	June 30	July 2
July 6	July 7	July 9
July 13	July 14	July 16
July 20	July 21	July 23
July 27	July 28	July 30
August 3	August 4	August 6
August 10	August 11	August 13
August 17	August 18	August 20
August 24	August 25	August 27
August 31	September 1	September 3
September 7	September 8	September 10
September 14	September 15	September 17
September 21	September 22	September 24
September 28	September 29	October 1
October 5	October 6	October 8
October 12	October 13	October 15
October 19	October 20	October 22
October 26	October 27	October 29
November 2	November 3	November 5
November 9	November 10	November 12
November 16	November 17	November 19
November 23	November 24	November 26
November 30	December 1	December 3
December 7	December 8	December 10
December 14	December 15	December 17



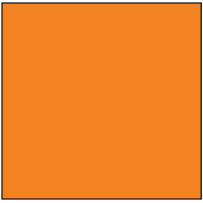
Saskatoon's Hottest Weekly

Box 21145 - Saskatoon, SK S7H 5N9

Phone: (306) 979-2253 Web: www.verbnews.com

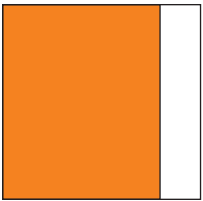
Ad Sizes & Dimensions

FULL PAGE

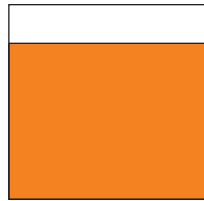


10.37" (W) x 10.20" (H)

4/5 PAGE

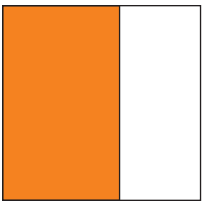


8.26" (W) x 10.20" (H)

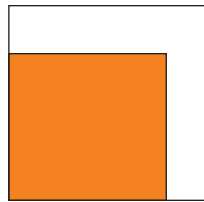


10.37" (W) x 8.19" (H)

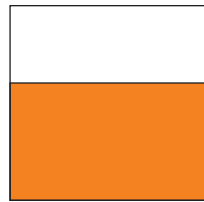
3/5 PAGE



6.15" (W) x 10.20" (H)

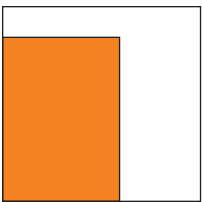


8.26" (W) x 7.70" (H)

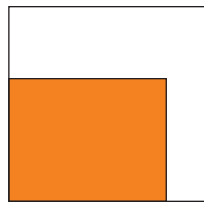


10.37" (W) x 6.18" (H)

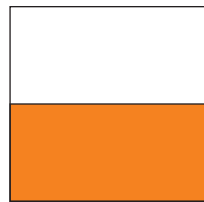
1/2 PAGE



6.15" (W) x 8.61" (H)



8.26" (W) x 6.45" (H)



10.37" (W) x 5.13" (H)

Verb

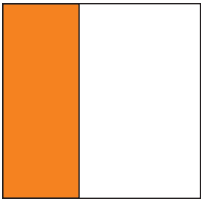
Saskatoon's Hottest Weekly

Box 21145 - Saskatoon, SK S7H 5N9

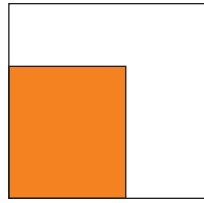
Phone: (306) 979-2253 Web: www.verbnews.com

Ad Sizes & Dimensions

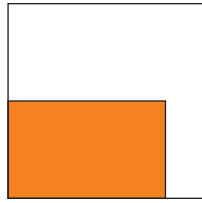
2/5 PAGE



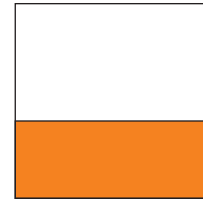
4.05" (W) x 10.20" (H)



6.15" (W) x 6.94" (H)

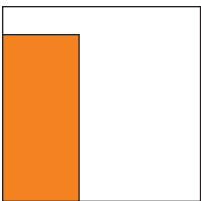


8.26" (W) x 5.13" (H)

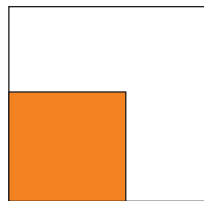


10.37" (W) x 4.09" (H)

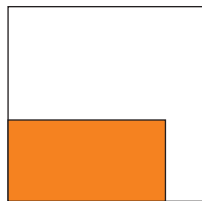
1/3 PAGE



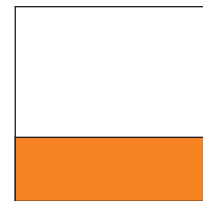
4.05" (W) x 8.75" (H)



6.15" (W) x 5.76" (H)

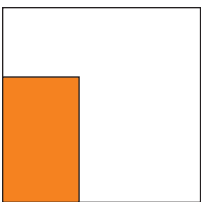


8.26" (W) x 4.30" (H)

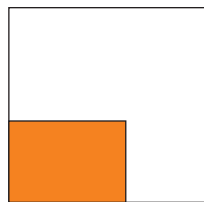


10.37" (W) x 3.40" (H)

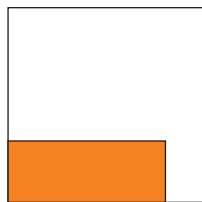
1/4 PAGE



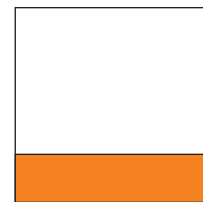
4.05" (W) x 6.59" (H)



6.15" (W) x 4.30" (H)

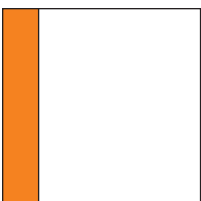


8.26" (W) x 3.26" (H)

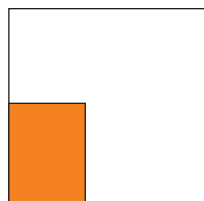


10.37" (W) x 2.56" (H)

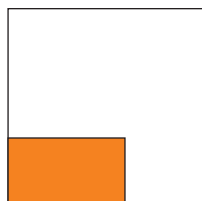
1/5 PAGE



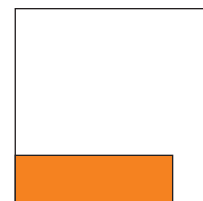
1.94" (W) x 10.20" (H)



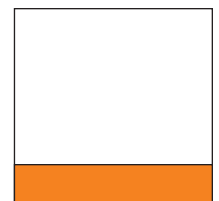
4.05" (W) x 5.27" (H)



6.15" (W) x 3.47" (H)



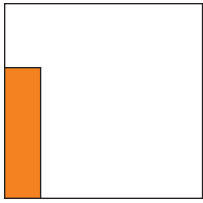
8.26" (W) x 2.56" (H)



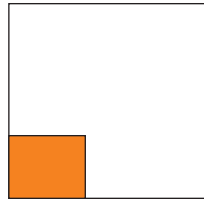
10.37" (W) x 2.08" (H)

Ad Sizes & Dimensions

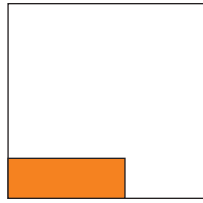
1/8 PAGE



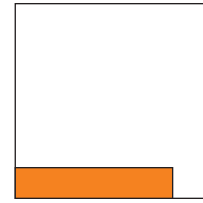
1.94" (W) x 6.87" (H)



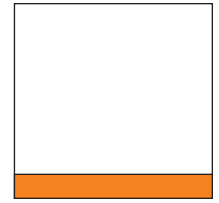
4.05" (W) x 3.33" (H)



6.15" (W) x 2.15" (H)

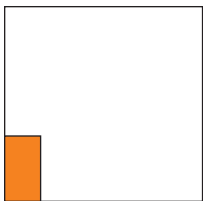


8.26" (W) x 1.66" (H)

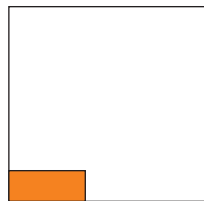


10.37" (W) x 1.31" (H)

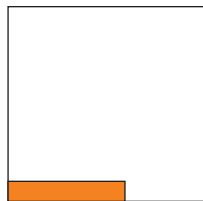
1/16 PAGE



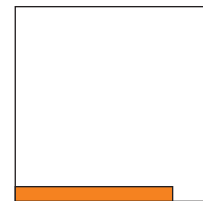
1.94" (W) x 3.47" (H)



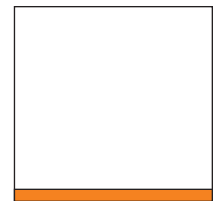
4.05" (W) x 1.66" (H)



6.15" (W) x 1.11" (H)

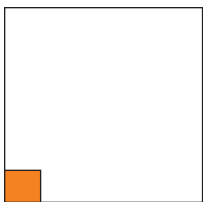


8.26" (W) x 0.83" (H)

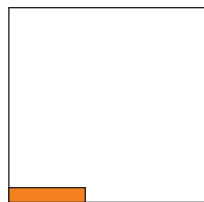


10.37" (W) x 0.69" (H)

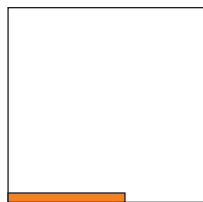
1/32 PAGE



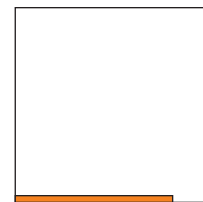
1.94" (W) x 1.73" (H)



4.05" (W) x 0.83" (H)



6.15" (W) x 0.55" (H)

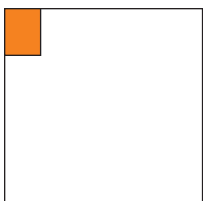


8.26" (W) x 0.41" (H)

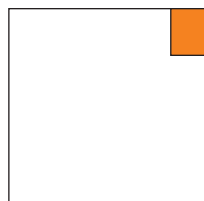


10.37" (W) x 0.34" (H)

COVER CORNER



1.94" (W) x 2.50" (H)



1.94" (W) x 2.50" (H)

Verb

Saskatoon's Hottest Weekly

Box 21145 - Saskatoon, SK S7H 5N9

Phone: (306) 979-2253 Web: www.VerbNews.com

vs. The Competition

Circulation Per Issue

The Star Phoenix	55, 271
Verb	16,000
Planet S.....	16,000
The Sheaf.....	5,000

Cost of 1/4 Page Colour Ad

The Star Phoenix (Weekday)	\$4,777.38
Planet S.....	\$837.00
The Sheaf.....	\$364.00
Verb	\$346.00

Cost of 1/8 Page Colour Ad

The Star Phoenix (Weekday)	\$3,656.65
Planet S.....	\$649.00
The Sheaf.....	\$277.00
Verb	\$215.00

Cost/1,000 Circulation *

The Star Phoenix (Weekday)	\$86.44
The Sheaf.....	\$72.80
Planet S.....	\$52.31
Verb	\$21.63

* Cost figures are based on a 1/4 Page Colour Ad
All above figures use '09 rates



Saskatoon's Hottest Weekly

Box 21145 - Saskatoon, SK S7H 5N9

Phone: (306) 979-2253 Web: www.verbnews.com

'10 Rates & Sizes

Advertising Rates

	1 Ad	4 Ads (15% Off)	12 Ads (20% Off)	25 Ads (25% Off)	50 Ads (40% Off)
Cover (Corner)	279	237	224	210	168
Cover (1/5 Page)	718	611	575	540	431
2-Page Spread	2106	1790	1685	1579	1264
Back Page	1794	1525	1436	1346	1076
A3	1496	1271	1197	1122	897
Full Page	1108	941	886	831	665
4/5 Page	1015	862	812	760	609
3/5 Page	758	645	607	569	454
1/2 Page	658	559	527	494	396
2/5 Page	559	476	448	420	336
1/3 Page	472	401	377	353	283
1/4 Page	355	303	284	268	213
1/5 Page	286	244	229	215	172
1/8 Page	221	188	177	166	133
1/16 Page	122	103	98	91	72
1/32 Page	76	65	61	57	45
Section Single	90	76	72	67	54
Section Double	149	127	119	112	90
Page Sponsor	91	77	72	68	55

Advertising Sizes

	1 Column (1.94" w)	2 Columns (4.05" w)	3 Columns (6.15" w)	4 Columns (8.26" w)	5 Columns (10.37" w)
Cover Corner	2.50" (h)	-	-	-	-
Full Page	-	-	-	-	10.20" (h)
4/5 Page	-	-	-	10.20" (h)	8.19" (h)
3/5 Page	-	-	10.20" (h)	7.70" (h)	6.18" (h)
1/2 Page	-	-	8.61" (h)	6.45" (h)	5.13" (h)
2/5 Page	-	10.20" (h)	6.94" (h)	5.13" (h)	4.09" (h)
1/3 Page	-	8.75" (h)	5.76" (h)	4.30" (h)	3.40" (h)
1/4 Page	-	6.59" (h)	4.30" (h)	3.26" (h)	2.56" (h)
1/5 Page	10.20" (h)	5.27" (h)	3.47" (h)	2.56" (h)	2.08" (h)
1/8 Page	6.87" (h)	3.33" (h)	2.15" (h)	1.66" (h)	1.31" (h)
1/16 Page	3.47" (h)	1.66" (h)	1.11" (h)	0.83" (h)	0.69" (h)
1/32 Page	1.73" (h)	0.83" (h)	0.55" (h)	0.41" (h)	0.34" (h)

Section Single	3.85" (w) x 1.28" (h)
Section Double	3.85" (w) x 2.64" (h)
Page Sponsor	Ads must integrate with page heading, contact for size

Verb

Rates effective January 1, 2010.

Technical Specifications

Trim Size - 11.375" (w) x 12.25" (h)
 Column Height - 11.4583"
 Column Width - 1.94"
 Gutter Width - 0.16"
 Image Area - 10.375"(w) x 11.458"(h)
 Line Screen - 100 lines per inch

Guaranteed Placement

To ensure ad placement on a desired page and/or position, add 10% to the regular rate.

Colour Rates

Full Colour is included on every page of Verb at no extra charge.

Electronic Files

Submit on CD, DVD, or by email in any of the following file formats:

- PDF
- JPG
- EPS
- TIFF

Ad Deadlines (week of publication)

Bookings: Tuesday, 5:00 pm
 Cancellations: Wednesday, 5:00 pm
 Camera Ready: Wednesday, 5:00 pm

Discounted Rates

To qualify for multiple-ad discounts, ads must be run in one issue or consecutive issues, unless prior approval is obtained from Verb.

Verb

Saskatoon's Hottest Weekly

Box 21145 - Saskatoon, SK S7H 5N9
 Phone: (306) 979-2253 Web: www.VerbNews.com

Technical Info and Legal

Software and Media

Verb uses Adobe Indesign and accepts files in the following formats: PDF, TIFF, EPS and JPEG.

Verb uses both Macintosh and Windows operating systems. File formats from either platform are accepted.

To ensure that the text in your advertisements appears in Verb as originally designed, please ensure that all fonts used in your advertisement are embedded in the submitted file (if permitted by the file format).

For expediency and reliability, our preferred method of file delivery is email. Files can be sent to layout@verbnews.com. Compressed files are supported (zip, rar, etc). If delivery of a hard copy (CD, DVD) is preferred, arrangements can easily be made by contacting a member of our staff.

Colour and Images

Although we accept files in both RGB and CMYK colour formats, files using RGB colour will be converted to CMYK colour prior to printing. To ensure colours appear as desired, we recommend that all files use CMYK colour format.

For best image results we recommend that files are saved at a resolution of 300 dpi (dots per inch). 300 dpi is considered the standard resolution for sharp, vibrant prints, and files saved at lower dpi settings will likely appear blurry and/or pixelated.

Payments

Verb bills every two weeks. All payments are Due On Receipt of invoice. Accounts over 30 days past due will be subject to a one-time interest charge of 4% on the outstanding balance, and an additional 1.5% interest charge every 30 days thereafter. All interest charges are compounded monthly.

Ad Errors

Verb assumes that all submissions are camera ready and does not proofread ads. Verb is not responsible for errors present in submitted files.

Ad Cancellation

Notice of cancellation of scheduled advertising must be received by Verb no later than 5:00 PM on Wednesday (the week of publication). Cancellation between 5:00 PM

on Wednesday and 5:00 PM on Thursday (the week of publication) will result in a charge of 10% of the cost of the advertising scheduled by the client for that week's issue. Cancellation after 5:00 PM on Thursday (the week of publication) is not permitted.

Standards

Verb reserves the right to refuse to print submitted advertisements. Advertisements that are refused will be refunded in their entirety.

Contract Cancellation

In the event of cancellation of a multiple-ad contract, the client will not be held liable for remaining ads. However, the discount rate will be recalculated based on the number of contract ads already run, with any difference in total cost being charged to the client.

Contact

Vogeson Paley

Sales and Marketing Manager
1 (306) 260-6949
vpaley@verbnews.com

Tyler Olson

Sales Manager
1 (306) 291-1737
tolson@verbnews.com

Cody Lang

Senior Financial Manager
1 (306) 222-6037
clang@verbnews.com

Ryan Allan

Editor-in-Chief
1 (306) 261-6492
rallan@verbnews.com

To arrange a consultation at your convenience, contact a member of our staff.

Advertising files can be sent to:
layout@verbnews.com.

Verb**Saskatoon's Hottest Weekly**

Box 21145 - Saskatoon, SK S7H 5N9

Phone: (306) 979-2253 Web: www.VerbNews.com