

Rates & Data : January 2023

YOUR AIRPORT & SEA ISLAND COMMUNITY CONNECTION

SKYTALK



SkyTALK

SkyTalk is an established airport community newspaper founded and owned by Westco Marketing Ltd, which has been published continuously since 1994.

ESTABLISHED

It is recognised as the official newspaper of Vancouver International Airport (YVR). Published monthly, it serves the interest of the Richmond neighborhood community of Sea Island.

LOYAL READERSHIP

Readership is primarily airport employees (74%) with passengers (26%) a secondary major audience. Monthly bulk distribution is delivered to dedicated SkyTalk racks and delivered door-to-door to offices throughout Sea Island plus targeted selected Richmond location.

EXCLUSIVE AUDIENCE

This niche market is reached exclusively by SkyTalk through monthly print editions, bulk delivered free for daily pickup by qualified readers. SkyTalkonline.com is updated weekly and contains an archive of past editions employing easy-to-read page-turning software using the Issuu publishing platform. www.issuu.com/skytalk

BONUS HOUSEHOLD READERSHIP

Additionally, household copies are delivered door to door to the Sea Island residential community of Burkville. (330 households with 780 readers. These readers were not included in the survey).

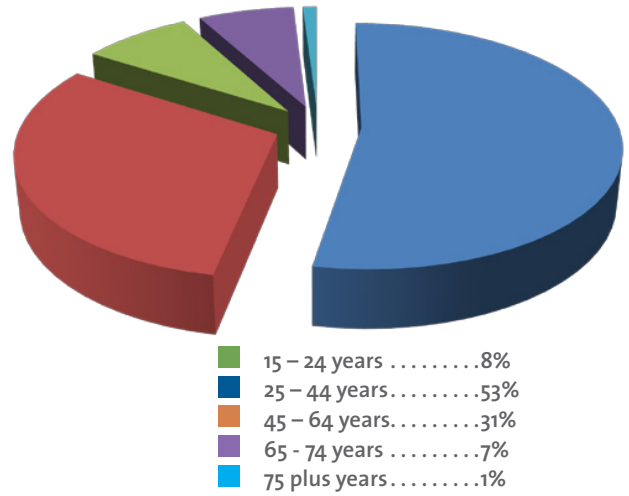
BILLION DOLLAR PLUS EXCLUSIVE MARKET

The Sea Island community is made up of 24,000 employees working in more than 400 businesses with combined annual earnings in excess of \$1 billion annually. YVR is Canada's second busiest airport with 25 million passengers, 228,000 tonnes of cargo and more than 296,000 aircraft take-offs and landings from four Terminals and four FBO's. Total economic impact is \$16 billion into the Canadian economy.

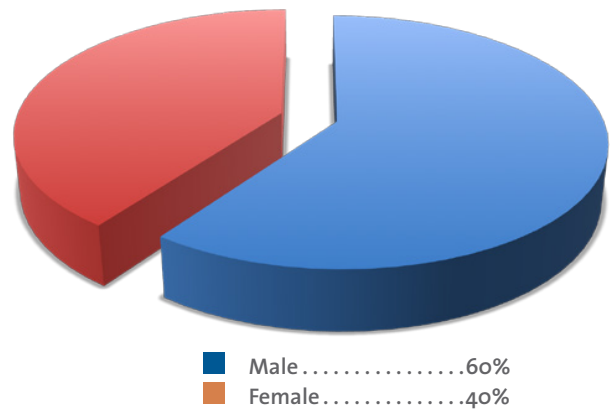
Survey : 18,270 Total Readers

SkyTALK

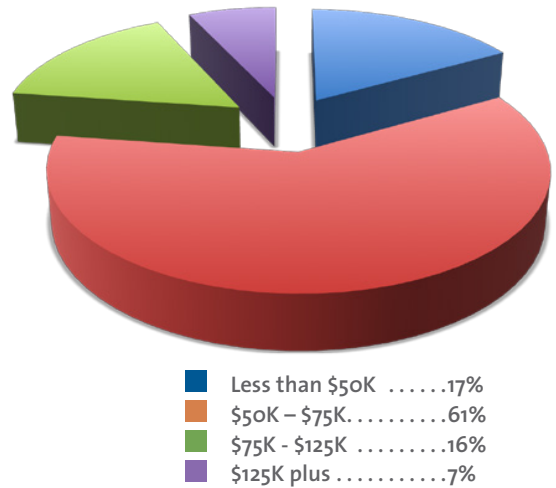
AGE:



GENDER:



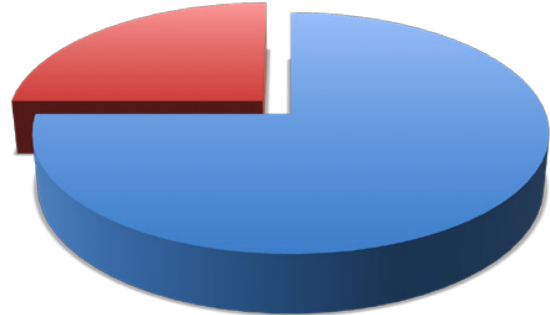
HOUSEHOLD INCOME:



Survey :18,270 Total Readers

SkyTALK

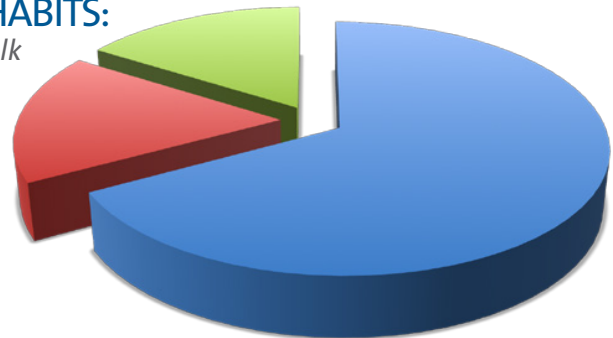
Readers:



- Sea Island Employees.....74%
- Travellers / Airport Meeters & Greeters.....26%

READER HABITS:

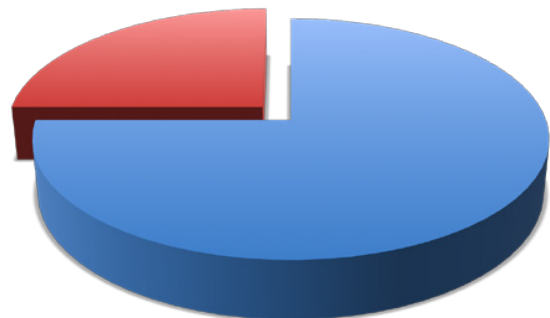
Where SkyTalk is read



- At YVR workplace67%
- Public transit17%
- At home.....16%

READERSHIP:

How much of each issue read?



- Entire publication77%
- Certain sections.....23%



Survey :18,270 Total Readers

SkyTALK

FREQUENCY:

Number of issues read out of 12.

Note: 49% read more than 6 issue per year.



- 3 or less27%
- 5 issues24%
- 6-10 issues29%
- All 12 issues20%



READING OTHER RICHMOND NEWSPAPERS

16% Richmond News

10% Richmond Sentinel

Note: Unduplicated Readers: 90% of SkyTalk Readers do not read the Richmond Sentinel community newspaper. 84% do not read the Richmond News. (*Estimate based on duplicated Richmond area specific drop locations).

READER FORMAT PREFERENCE

85% Like tabloid format

15% Would prefer a smaller format.

READER PLATFORM PREFERENCE

60% Prefer Print

40% Prefer Online





ADVERTISING RATE CARD #32

Effective January 2022

Read by travellers in three **Vancouver International Airport (YVR) terminals**, 24,000+ employees who work in the airport community, including 400-plus businesses and services on **Sea Island, Boundary Bay** and **Pitt Meadows** airports, plus online with direct links to your site. www.skytalkonline.com

Archive platform www.issuu.com/skytalk Print edition published bi-monthly Read Daily●Inprint●Online

UNIT SIZES	BLACK & WHITE RATES				UNIT SIZES	BLACK & WHITE RATES			
Add \$100 for colour	1X	4X	6X	12X	Add \$100 for colour	1X	4X	6X	12X
Full Page (9 3/4 x 15 1/2")	520	500	490	470	1/4 Page (4 3/4 x 7 3/4")	295	280	275	265
2/3 Page (9 3/4 x 10")	475	450	425	400	1/6 Page (4 3/4 x 6 1/2")	265	260	255	250
1/2 Page (9 3/4 x 8")	400	395	375	350	1/8 Page (4 3/4 x 3 3/4")	215	195	185	175
1/3 Page (9 3/4 x 5")	395	355	325	300	1/16 Page (4 3/4 x 2 1/4")	185	155	140	135

CLASSIFIED \$17.50 PER COLUMN INCH

MECHANICAL REQUIREMENTS.....

Column Width..... 1.41" Col. Depth..... 16"

Columns to Page..... 6"

Page Size 9.75" x 16"

Trim Size..... 10.75" x 17"

PREFERRED FORMAT.....

Adobe PDF or InDesign

PICTURE FORMAT

Minimum resolution 300 dpi; JPEG, TIFF, BMP, EPS

POSITION CHARGES.....

Outside Back Cover – add 10% to full page rate

Inside Back Cover – add 5% to full page rate

Inside Front Cover – add 5% to full page rate

TERMS OF PAYMENT.....

Credit to established accounts

Credit card payments accepted

ERRORS.....

SkyTalk's liability for errors shall not exceed the cost of that portion of the space occupied by the copy in error. In no case will SkyTalk assume any liability for loss resulting from any error in the ad.

Advertisers assume responsibility for providing copyright-free pictures in camera-ready ads.

Advertiser assumes liability if pictures submitted are deemed copyrighted.

FREQUENCY.....

Issued Bi-Monthly Publication Date Material Deadline

FEBRUARY/ MARCH 2023	FEB 6/2023	JAN 23/2023
APRIL/ MAY 2023	APR 8/2023	MAR 26/2023
JUNE/ JULY 2023	JUN 6/2023	MAY 27/2023
AUGUST/ SEPTEMBER 2023	AUG 6/2023	JULY 26/2023
OCTOBER/ NOVEMBER 2023	OCT 3/2023	SEP 24/2023
DECEMBER/ JANUARY 2024	DEC 3/2023	NOV 26/2023

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