

MEDIA KIT 2026

CHOOSE THE **RIGHT ALLY**
FOR YOUR **ADVERTISING OFFENSIVE**

SERVICES INTÉGRÉS
ET
ADsum

Base Valcartier, bldg. 500, P.O. BOX 1000, stn. Forces, Courcellette (QC) G0A 4Z0
418 844-5000, poste 3891 | adsum@forces.gc.ca | www.journaladsum.com

A PRIME MARKET TO CONQUER

Occupying an area of 200 square kilometres, Base Valcartier is located northwest of Quebec City, a 20-minute drive away. The base boasts an ideal location for nature lovers, while also benefiting from its proximity to Quebec City. It is also an important economic pillar for the Jacques-Cartier RCM, an area that has seen remarkable demographic growth and residential expansion in recent years.

Base Valcartier is divided into three main areas: administrative, residential and training. It is one of the most affluent Canadian Forces bases in the country.

BASE VALCARTIER IN FIGURES

6000	Regular Force soldiers
1200	Civilian employees
2000	Summer Reservists at Camp Vimy
2500	Cadets enrolled at the Cadet Training Centre in summer
698	Residential housing units
558	Million in payroll
500	Families move in and out every year
131	Million in purchases of products and services in the region
43	Training sectors and two impact zones
27	Million operating and maintenance budget
1,9	Billion total value of buildings and various infrastructure



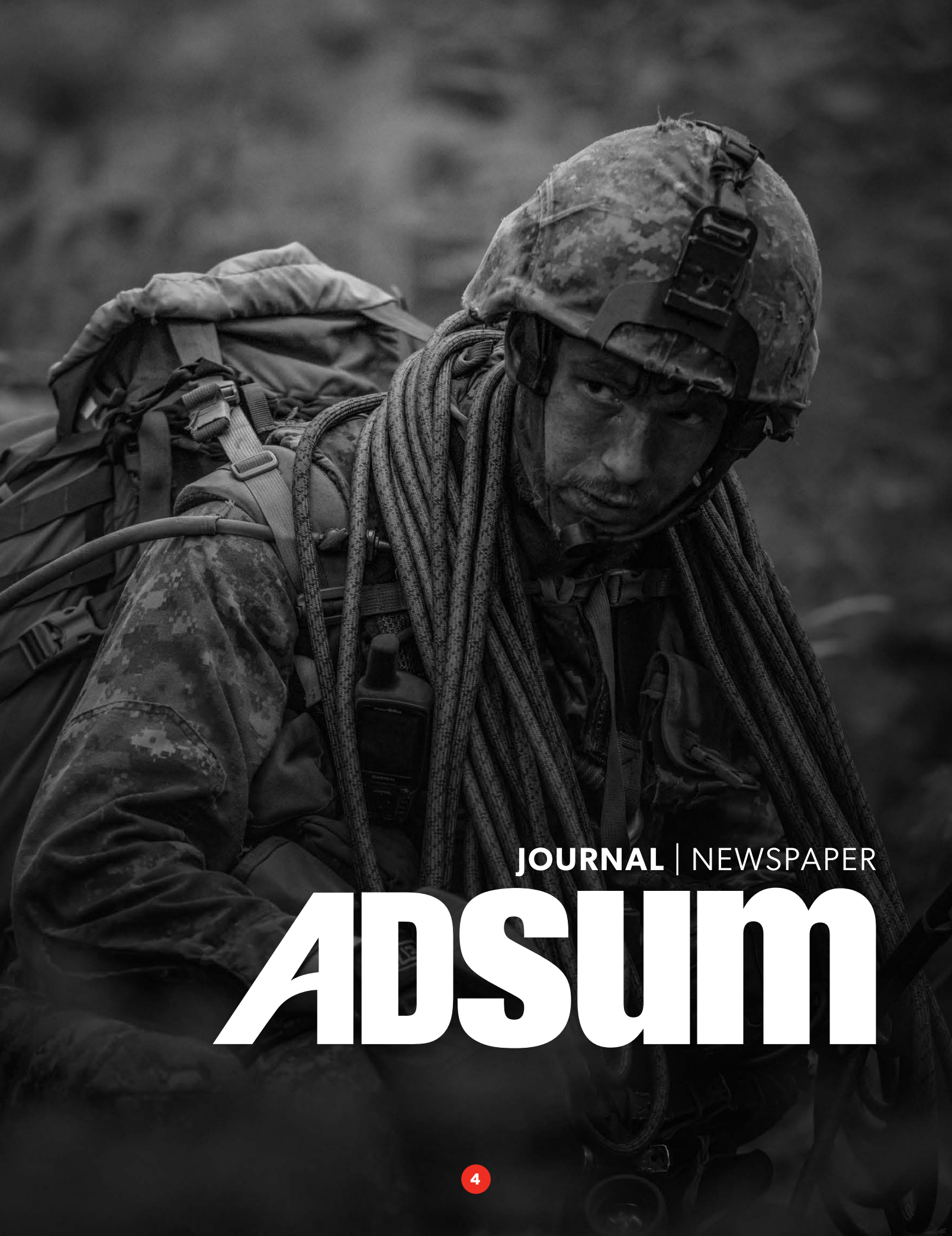
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JOURNAL | NEWSPAPER

ADSum



ADSUM, A NEWSPAPER THAT HAS EARNED ITS STRIPE

WORTHY OF TRUST!

Adsum is published under the authority of the Base Commander. It is a respected and appreciated newspaper, established on Base Valcartier since 1972. It has the trust and support of the troops and the chain of command. It is the internal communications tool they prefer to convey their messages and news.

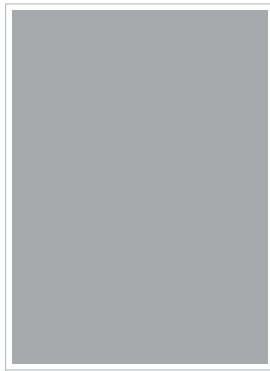
GOOD FOR MORALE!

Adsum contributes to the morale, well-being and quality of life of members of the Canadian Armed Forces by publishing relevant information tailored to their needs. It covers events big and small that shapes our community history.

FOR THEM, WITH THEM!

Adsum highlights the work and achievements of the many deserving men and women who wear the uniform of the Canadian Armed Forces. Our readers recognize themselves in our pages, and the people they meet every day. No other publication does this as well as we do.

FORMATS & PRICES*



1 PAGE

W 10,33" X H 14,25"
8 x 200 col

1 x	\$1390
4 x	\$1320
6 x	\$1270
12 x	\$1208

Guaranteed position BACK

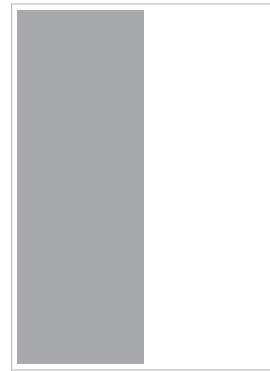
1 x	\$1600
4 x	\$1520
6 x	\$1440
12 x	\$1360



3/4 V

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6 x 200 col

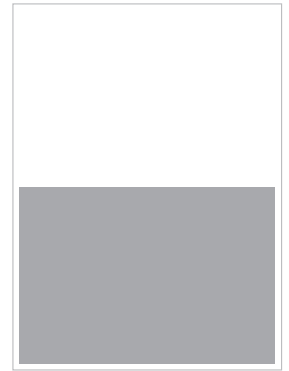
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4 x	\$995
6 x	\$940
12 x	\$890



1/2 V

W 5,08" X H 14,25"
4 x 200 col

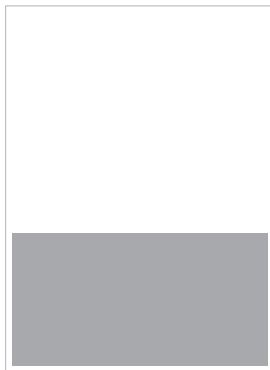
1 x	\$775
4 x	\$735
6 x	\$700
12 x	\$660



1/2 H

W 10,33" X H 7,125"
8 x 100 col

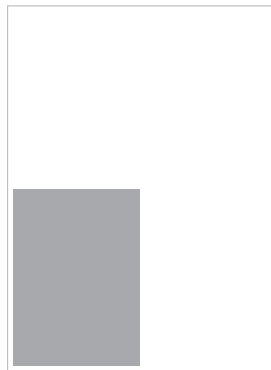
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6 x	\$700
12 x	\$660



1/3 H+

W 10,33" X H 5,30"
8 x 75 col

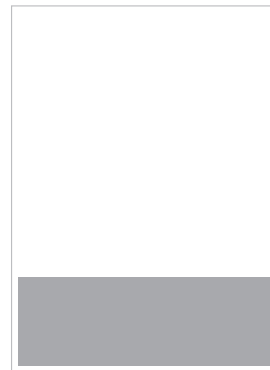
1 x	\$590
4 x	\$560
6 x	\$530
12 x	\$500



1/4 V

W 5,08" X H 7,125"
4 x 100 col

1 x	\$425
4 x	\$405
6 x	\$385
12 x	\$360



1/4 BANNER*

W 10,33" X H 3,54"
8 x 50 col

1 x	\$425
4 x	\$405
6 x	\$385
12 x	\$360

Guaranteed position P.3 – P.5

1 x	\$600
4 x	\$570
6 x	\$540
12 x	\$510



1/8 BANNER

W 10,33" X H 1,75"
8 x 25 col

1 x	\$300
4 x	\$285
6 x	\$270
12 x	\$255

Guaranteed position FRONT

1 x	\$700
4 x	\$665
6 x	\$630
12 x	\$595

Guaranteed position SPECIAL**

1 x	\$500
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* Ad content is subject to approval by Adsum.

* Adsum may require payment before publication.

** Special Editions: Remembrance Day (November edition), Winter Challenge (March edition), PFO Competition (September edition) and more. An event may be cancelled by the Base Valcartier chain of command.

TECHNICAL SPECIFICATIONS

We reserve the right to make any necessary technical changes.

ACCEPTED FILES

- High-resolution "Press Quality" PDF, real format.
- Illustrator file with embedded photos and fonts supplied or converted to vectors "Create Outline."

COLOURS

- All colours used in your documents must be converted to CMYK (process).

AD DIMENSIONS

- Adsum is an 8-column x 200-line (1600 li) tabloid newspaper.
- The format of your ad must correspond to the exact dimensions of the space reserved in the newspaper. Any advertisement not respecting our dimensions may be modified at the risk of the advertiser or left floating in the reserved space.

IMAGES AND PHOTOS

- Image resolution must be 200 dpi.
- Supported save formats: AI, EPS, TIFF, JPEG or high-resolution PDF.

TYPOGRAPHY

- The print quality of small characters is not guaranteed. A small character is defined as follows:
 - Sans serif font of 7 points or less;
 - Font with a serif of 10 points or less.
- 8 points minimum for reverse text.

THE ONLY AUTHORIZED NEWSPAPER

Published **once a month**, Adsum is the only newspaper authorized in all Base Valcartier.

PRINT EDITION: 3000 copies

WEB DISTRIBUTION :

- E-mail sent to all @forces addresses in the regions covered by the journal
- ISSUU internet platform
- Website: sbmfc.ca/valcartier
- Facebook and Instagram
- Intranet

PAPER DISTRIBUTION :

- 51 buildings on Base territory
- 700 residential units on the Base
- 19 Defence establishments, Quebec region
- 600 subscribers (mailings)
- Newspaper stands in Val-Bélair, Shannon, Ste-Catherine-de-la-Jacques-Cartier

DEADLINE

- All advertising material must reach Adsum no later than 9 days before publication. See our advertising calendar for exact dates.

SENDING FILES

- Send by e-mail (maximum 10 MB) to: pubadsum@outlook.com or via wettransfer.com for larger documents at: journaladsum@outlook.com



Calendar 2026 PUBLICATION

JOURNAL | NEWSPAPER
ADSum



Advertising deadlines



Newspaper release*



Holiday

JANUARY

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
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FEBRUARY

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JUNE

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JULY

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AUGUST

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SEPTEMBER

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OCTOBER

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NOVEMBER

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DECEMBER

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Questions?

Audrey Dussault, editor
418-844-5000 #666-5672
418-563-9257 (cell)
adsum@forces.gc.ca

ADVERTISING RESERVATION

Isabelle Blouin, sales representative
418-254-2448
pubadsum@outlook.com

* A release date may be changed depending on operations at Base Valcartier.



MILITARY COMMUNITY GUIDEBOOK

QUEBEC REGION

FORMATS & PRICES*

COVERS

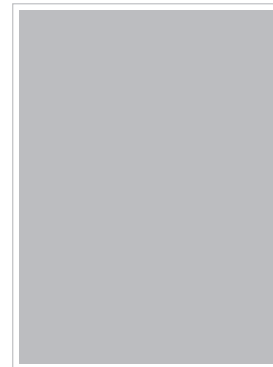


1 PAGE

W 8,375" X H 10,875"

\$3000

INTERIOR



1 PAGE

W 7,089" X H 9,778"

\$1750



1 PAGE

W 7,089" X H 9,778"

\$2550



1 PAGE

W 7,089" X H 9,778"

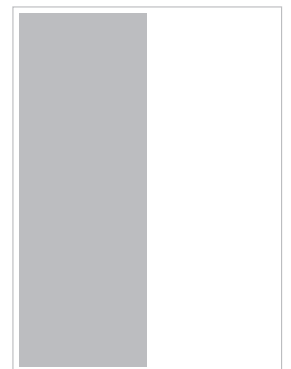
\$2350



1/2 PAGE - H

W 7,089" X H 4,84"

\$1050



1/2 PAGE - V

W 3,455" X H 9,778"

\$1050



1/2 PAGE

W 7,089" X H 4,84"

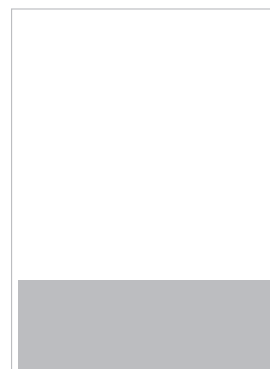
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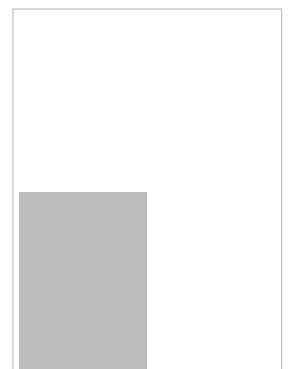
\$1350



1/4 PAGE - H

W 7,089" X H 2,38"

\$650



1/4 PAGE - V

W 3,455" X H 4,84"

\$650

2026 CALENDAR



Publication date



Advertising deadline

JANUARY

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NOVEMBER

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DECEMBER

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CENTRE DES SPORTS
SPORTS CENTRE



ILLUMINATED BILLBOARDS RENTAL

ILLUMINATED BILLBOARDS RENTAL

SPORTS CENTRE



ACTIVITIES AND CUSTOMER TRAFFIC

- **254,345 people** passed through the doors of the Sports Centre in 2023, an increase of 77,375 over 2022.
- **3900 PSP members**, adults and children.
- **3 partners:** Capitale triathlon, Volleyball Citadelle, Picklemania

Organized activities

2023

- Spring Break 2023, activities for families
- Provincial pickleball tournament: 210 players registered
- OP Family: 850 participants
- 14-and-under girls' provincial volleyball championship: 16 teams plus their families from across Quebec
- Provincial Powerlifting Championship: 200 participants, over 1200 spectators

2024

- Provincial circuit #1, men's 18 and under, volleyball: 12 teams
- Invitation #2, girls 15 and under division 2, volleyball: 16 teams
- Invitation #3, girls' 15 and under division 2, volleyball: 16 teams
- Quebec Pickleball Circuit
- Volleyball Québec Championship, men's 18 and under category
- Provincial Pickleball Championship
- and more ...

W 94" X H 48"

\$615 / year

Printing and installation of your advertising: **\$1000 (approximate)**

W 168" X H 96"

\$915 / year

Printing and installation of your advertising: **\$2000 (approximate)**

ILLUMINATED BILLBOARDS RENTAL

CLÉMENT-BOULANGER ARENA



ACTIVITIES AND CUSTOMER TRAFFIC

Operation Schedule: September to April

Clientele: The arena is used by military personnel as well as civilians and citizens of the region, including Quebec ice hockey leagues, skating clubs, etc...

Number of spectators :

- Around 1500 spectators per week
- Free skating every Sunday from September to April:
100 people / Sunday

Number of ice hockey tournaments held during the season:
8 tournaments (Lions team and visitors)

Ice hockey games: Military and civilian ice hockey games are played daily, between 7 a.m. and 11 p.m.

W 94" X H 48"

\$515 / year

Printing and installation of your advertising: **\$1000 (approximate)**

READY TO SHOW UP?

Sarah Quimper
Corporate Services Manager



418-844-5000, ext 666-3437



quimper.sarah2@cfmws.com

SERVICES INTÉGRÉS
ET
ADSum