

# MEDIA KIT 2025

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](mailto:+adsum@forces.gc.ca) | [www.journaladsum.com](http://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



# TABLE OF CONTENT

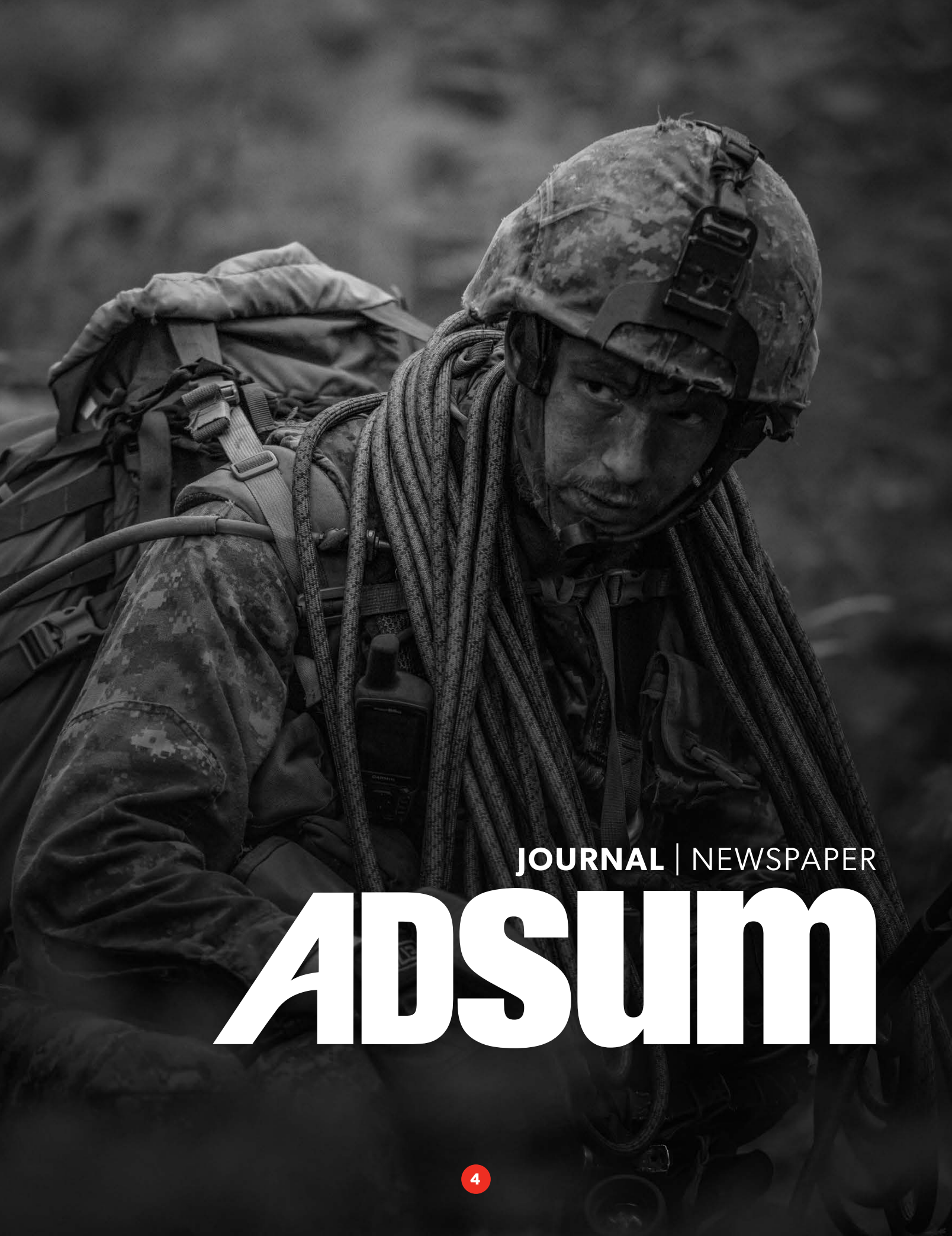
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JOURNAL | NEWSPAPER

# 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!

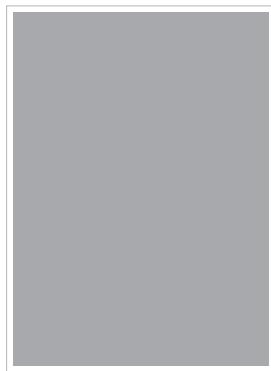
Adsum contributes to the morale, well-being and quality of life of members of the Canadian Armed Forces by publishing relevant information tailored to their needs. It covers events big and small that shapes our community history.

## 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

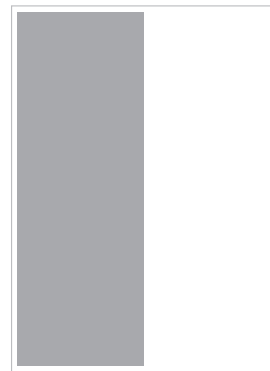
1 x	\$1600
4 x	\$1520
6 x	\$1440
12 x	\$1360



## 3/4 V

W 7,71" X H 14,25"  
6 x 200 col

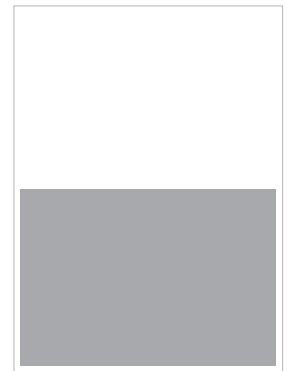
1 x	\$1045
4 x	\$995
6 x	\$940
12 x	\$890



## 1/2 V

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

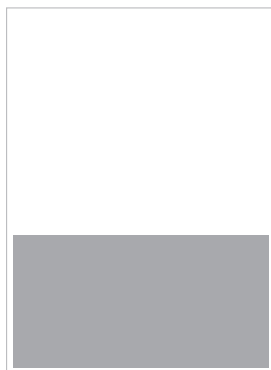
1 x	\$775
4 x	\$735
6 x	\$700
12 x	\$660



## 1/2 H

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

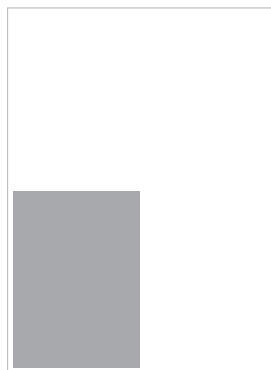
1 x	\$775
4 x	\$735
6 x	\$700
12 x	\$660



## 1/3 H+

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

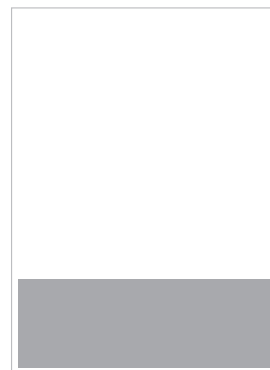
1 x	\$590
4 x	\$560
6 x	\$530
12 x	\$500



## 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](http://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](mailto:pubadsum@outlook.com) or via [wettransfer.com](http://wettransfer.com) for larger documents at: [journaladsum@outlook.com](mailto:journaladsum@outlook.com)



# 2025 **PUBLICATION** CALENDAR

# ADSum



Publication dates



Advertising deadlines (4 p.m. for the following edition)



Public Holiday (office closed)

## 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	25
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## FEBRUARY

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## MARCH

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## APRIL

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## MAY

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## JUNE

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29	30					

## JULY

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## AUGUST

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31						

## SEPTEMBER

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28	29	30				

## OCTOBER

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## NOVEMBER

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## DECEMBER

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21	22	23	24	25	26	27
28	29	30	31			

## GENERAL QUESTIONS

**Sarah Quimper**  
Corporate Service Manager  
418-844-5000, #3437  
quimper.sarah2@cfmws.com

## ADVERTISING RESERVATION

**Isabelle Blouin**  
Advertising consultant  
418-254-2448  
pubadsum@outlook.com

\* Publication dates may be changed depending on operations at Base Valcartier.

\* Contact our advertising consultant for information on upcoming special editions.



A black and white photograph of a soldier in full combat gear, including a helmet with a night vision device and a large backpack. The soldier is holding a rope and looking back over his shoulder. The background is a dense forest.

# **MILITARY COMMUNITY GUIDEBOOK**

**QUEBEC REGION**

# FORMATS & PRICES\*

## COVERS

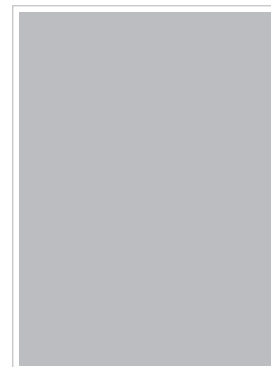


1 PAGE

W 8,375" X H 10,875"

\$3000

## INTERIOR



1 PAGE

W 7,089" X H 9,778"

\$1750



INSIDE  
COVER  
«LEFT»

1 PAGE

W 7,089" X H 9,778"

\$2550

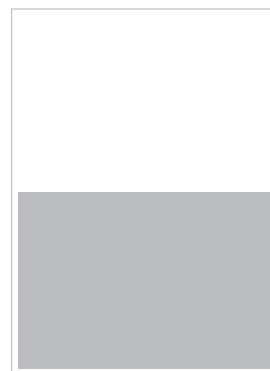


INSIDE  
COVER  
«RIGHT»

1 PAGE

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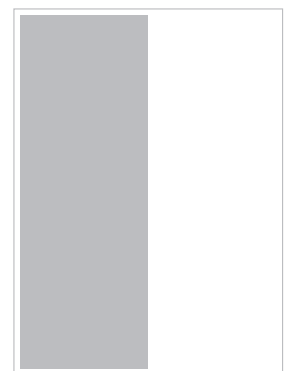
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1/2 PAGE - H

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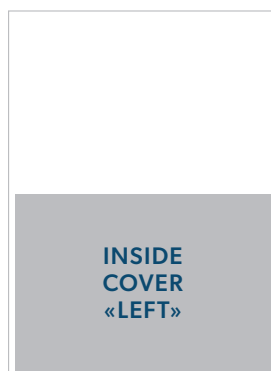
\$1050



1/2 PAGE - V

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\$1050

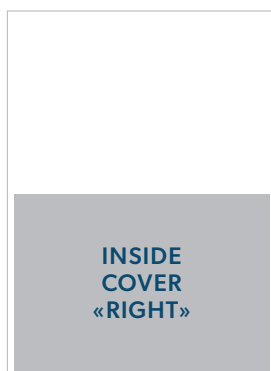


INSIDE  
COVER  
«LEFT»

1/2 PAGE

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\$1550

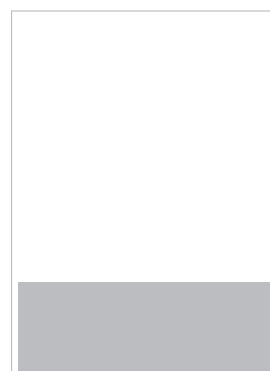


INSIDE  
COVER  
«RIGHT»

1/2 PAGE

W 7,089" X H 4,84"

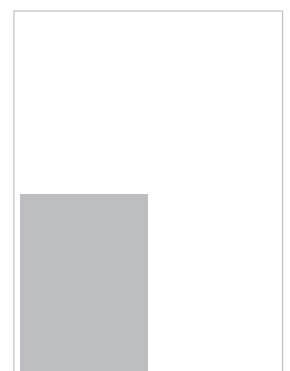
\$1350



1/4 PAGE - H

W 7,089" X H 2,38"

\$650



1/4 PAGE - V

W 3,455" X H 4,84"

\$650



# 2025 CALENDAR



Publication date



Advertising deadline

## JANUARY

S	M	T	W	T	F	S
			1	2	3	4
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## NOVEMBER

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## DECEMBER

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\* The publication date may be changed depending on operations at Base Valcartier.

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"

**\$595 / 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"

**\$495 / year**

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



# READY TO SHOW UP?

**Sarah Quimper**  
Corporate Services Manager



**418-844-5000, ext 3437**



**quimper.sarah2@cfmws.com**

**SERVICES INTÉGRÉS**  
ET  
**ADSum**