

# 2026 Rate Sheet



## LAKELAND CABIN STUFFER

Reaching permanent residents, cabin owners, and visitors throughout the Lakeland region of Saskatchewan. The Lakeland Cabin Stuffer is your direct connection to thousands of residents and seasonal visitors. Our high-gloss annual publication serves as both an information resource and comprehensive business directory for the area.

### EARLY BOOKING DISCOUNT

SAVE 10% ON ALL ADVERTISING!

Book by **MARCH 1ST, 2026**



# New!

FOR 2026...

Now including **DOOR-TO-DOOR** delivery in **CANDLE LAKE!**

**NEW DISPLAY AD SIZES** to meet all needs and budgets!

Advertise with Content - share educational/informational content OR your business story with our **CONTENT-BASED ADVERTISING!**

Boost your visibility with **DIRECTORY ENHANCEMENTS** - bolder, detailed listings.

**MARCH 31<sup>ST</sup>**  
**REGULAR SALES DEADLINE**

**MAY LONG WEEKEND**  
**DISTRIBUTION & DELIVERY**

For other questions related to the publication, visit:

F.A.Q PAGE: [locallakeland.com/f-a-q](http://locallakeland.com/f-a-q)

Email: [hi@brandysmart.com](mailto:hi@brandysmart.com)

Call/Text: 306-981-4661



# 2026 Rate Sheet



## DISPLAY ADVERTISING

Professional ad placements throughout the magazine. All display advertisers receive complimentary bold listing with page reference in our directory.

| SIZE                   | RATE  |
|------------------------|-------|
| <b>Business Card</b>   | \$149 |
| <b>Quarter Page</b>    | \$239 |
| <b>NEW! Third Page</b> | \$365 |
| <b>Half Page</b>       | \$459 |
| <b>Full Page</b>       | \$899 |
| <b>Inserts</b>         | \$415 |

## NEW! CONTENT BASED ADVERTISING

Editorial-style features that provide value to readers while showcasing your business.

| TYPE                                                                                                                                                                                                                                                                                                                               | RATE                                                       |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------|
| <b>Featured Business</b> <ul style="list-style-type: none"> <li>Professional writing based on business interview</li> <li>Choose your focus: educational/informational content OR business story/profile</li> <li>Editorial-style design with "Sponsored Content" disclosure</li> <li>Multiple photos and custom layout</li> </ul> | <b>Half Page</b><br>\$499<br><br><b>Full Page</b><br>\$999 |
| <b>Local Business Spotlight</b> <ul style="list-style-type: none"> <li>Featured in dedicated "Local Business Spotlight" section</li> <li>Includes 1 image, business story, and highlight box</li> <li>Limited to 4 businesses</li> </ul>                                                                                           | <b>1/3 Page</b><br>\$299                                   |

All rates +applicable taxes

## PREMIUM PLACEMENTS

Exclusive high-visibility positions for maximum exposure. **\*These Premium Placements are in high demand and sell out quickly. Please contact us to confirm availability.**

| PLACEMENT                                                                                                                                                                                 | RATE    |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|
| <b>Inside Front Cover</b> <ul style="list-style-type: none"> <li>Left or Right Side</li> <li>Maximum visibility</li> <li>First thing readers see when opening the magazine</li> </ul>     | \$1149* |
| <b>Inside Back Cover</b> <ul style="list-style-type: none"> <li>Last impression</li> <li>Excellent visibility</li> <li>High reader attention</li> <li>Premium closing position</li> </ul> | \$999*  |
| <b>Centrefold</b> <ul style="list-style-type: none"> <li>Maximum impact</li> <li>Double-page spread</li> </ul>                                                                            | \$1999* |
| <b>Back Cover</b> <ul style="list-style-type: none"> <li>Waiting list available, please contact for details</li> </ul>                                                                    | SOLD*   |

## NEW! DIRECTORY ENHANCEMENTS

Stand out in our comprehensive business directory.

| TYPE                                                                                                                                                                                                                | RATE |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|
| <b>Bolder Directory Listing</b> <ul style="list-style-type: none"> <li>Larger, bold business name (more visible than standard listings)</li> <li>Custom tagline up to 15 words to describe your business</li> </ul> | \$49 |
| <b>Additional Category Listing</b> <ul style="list-style-type: none"> <li>Be listed in two categories in our directory.</li> <li>Perfect for businesses that offer multiple services</li> </ul>                     | \$25 |

# Descriptions & Layout



## DISPLAY ADVERTISING

Traditional ad placements that deliver consistent visibility. Your ad appears throughout the magazine alongside relevant content, reaching readers multiple times as they reference our guide throughout the year.

**Best for:** Businesses seeking reliable, year-round exposure with proven ROI. Ideal for established businesses, service providers, retailers, and anyone wanting a permanent presence in our trusted community guide.

**Benefits:** All display advertisers receive a complimentary bold business listing with page reference in our Local Business Directory.

- Year-round visibility as a trusted reference guide
- Multiple impressions per reader throughout the season
- Prime positioning alongside relevant content
- Professional appearance enhances your brand credibility

## CONTENT BASED ADVERTISING

Tell your story through editorial-style features that engage readers. These articles provide genuine value to our audience while showcasing your expertise and building trust. Professional writing and design included—we handle everything from interview to publication.

**Best for:** New businesses building brand awareness, service providers demonstrating expertise, businesses with compelling stories, and anyone wanting to educate customers while marketing their services.

**Benefits:** Higher engagement than traditional ads.

### Featured Business (1/2 & Full Page):

- Professional writing based on business interview
- Choose your focus: educational/informational content OR business story/profile Editorial-style design with “Sponsored Content” disclosure Multiple photos and custom layout
- **Perfect for:** Service providers establishing expertise, new businesses introducing themselves, or sharing how-to knowledge that positions you as the local expert

### Local Business Spotlight (1/3 page, limited to 4 businesses/yr):

- Featured in dedicated “Local Business Spotlight” section
- Includes 1 image, business story, and highlight box
- **Perfect for:** Small businesses wanting affordable editorial exposure, businesses with visual appeal (restaurants, shops, services), or those wanting to share their local connection and community involvement

# Descriptions & Layout



## PREMIUM PLACEMENTS

First and last impressions that command attention. These exclusive positions guarantee your message is seen when readers first open the magazine and when they close it—the moments of highest engagement and retention. Limited availability creates urgency and exclusivity.

**Best for:** Market leaders who want to dominate their category, businesses launching major initiatives, and brands willing to invest in maximum visibility. Perfect for businesses where being perceived as the premium choice matters—resorts, professional services, luxury goods, and category leaders.

**Benefits:** Secure one of only three premium positions available in the entire magazine.

- Guaranteed first or final impression with every reader
- Highest recall and engagement rates of any ad position
- Premium placement signals market leadership and success

## DIRECTORY ENHANCEMENT

Affordable visibility that gets you noticed and found. Stand out in our comprehensive business directory with larger, bolder text and a custom tagline that communicates your unique value. Need to be found in multiple categories? Add a second listing to ensure customers discover you no matter how they search.

**Best for:** Budget-conscious businesses wanting maximum ROI, new businesses building name recognition, multi-service businesses serving different customer needs, and established businesses ensuring customers can find them easily. Perfect as a complement to display advertising.

**Benefits:** Get premium visibility in our most-referenced section at our most accessible price point.

- Larger, bolder text stands out from standard listings
- Custom tagline (up to 25 words) conveys your unique value
- Directory is the #1 most-used section of the magazine
- Add second category to capture customers searching different ways

## LOOSE INSERTS

Customer provides printed inserts, distributed with all magazines.

**Best for:** Restaurants showcasing full menus, businesses offering coupons or special promotions, event organizers, seasonal campaigns, and anyone with existing marketing materials ready to distribute. Perfect when you need more space than a display ad allows or want customers to keep your materials separately.

**Benefits:** Physical presence that readers can hold, save, and share beyond the magazine.