


MEDIA KIT

2026



**YOUR #1 SOURCE OF NEWS FOR
MARITIME FORCES PACIFIC
AND CFB ESQUIMALT.**

 1522 Esquimalt Road SH522
CFB Esquimalt

 lookoutnewspaper.com



As a division of Canadian Forces Morale and Welfare Services (CFMWS), Personnel Support Programs (PSP) is a non-profit social enterprise that supports the mental, physical, social, and financial well-being of Canadian Armed Forces (CAF) members, veterans, and their families. We enhance the resilience and readiness of CAF communities through the focused commitment and lifelong investment into our members' health and wellbeing.

the LOOKOUT

NEWSPAPER & PUBLISHING

As PSP entity, the Lookout Newspaper is a biweekly publication published under the authority of Base Commander. Our CFB Esquimalt Defence community extends beyond the 4,200+ serving military members to include veterans and military families, not to mention more than 2,100+ working civilians.

With a rich history dating back to 1943, the Lookout has earned its trusted place in the west coast Defence community. As of April 2026, we enter our next chapter as a fully digital newspaper. Our advertising partnerships will continue to ensure quality connections and community building while we step fully with intention and care into this communication channel.

And our work will continue to go beyond the (web) pages. We host several annual events and publish Activity Guides to boost morale and drive engagement with our unique community.

Delivering West Coast
Navy morale and news
to our community.



LOOKOUT NUMBERS

- 26** Bi-weekly E-editions
- 3** Activity Guides (6,000+)
- 5** Events (3,000+ attendees)

10,000+
Social media reach

5,000+
Monthly site visits



CFB ESQUIMALT

Serving Members	4,200
Working Civilians	2,100
Defence Team	10,000+



LOOKOUTNEWSPAPER.COM

AD FORMATS & PRICING

LOOKOUTNEWSPAPER.COM | MONTHLY RATES

Bilingual website updated with West Coast Navy news and features.

MAIN PAGES:

Top Rotating Banner\$600

Side Bar, upper right.....\$450

Bottom Rotating Banner.....\$400

Side Bar, lower right.....\$350

ARTICLE PAGES:

Bottom Banner\$200

In-Article Banner.....\$250

In-Article Box\$150

Side Bar, lower right.....\$150

This screenshot shows a newspaper's main page layout. At the top, there is a red banner labeled 'TOP ROTATING BANNER'. Below it, the page is divided into several sections: a main content area with multiple news articles, a 'Side bar, right upper' containing a 'EXPLORE MORE' section with category filters and featured news, and a 'Bottom Rotating Banner' at the very bottom. Three additional red boxes labeled 'Side bar, right bottom' are positioned on the right side of the page.

This screenshot shows a newspaper article page. The main content is a large article with a photo of a person in a blue jacket. On the right side, there is a 'Side bar, right upper' with an 'EXPLORE MORE' section. Below the article, there is an 'IN-ARTICLE BANNER' and a 'Side bar, right bottom' at the bottom right of the page.

VIEW EXAMPLE



VIEW EXAMPLE



DIGITAL SPECIAL:
BOOK WITH US BEFORE JUNE 2026 FOR 20% OFF

AD FORMATS & PRICING

LOOKOUT E-EDITIONS | BI-WEEKLY RATES

Bilingual e-edition PDF newspaper uploaded bi-weekly with West Coast Navy news and features.

E-Edition (FRONT COVER):

Ear Lug.....\$200

Business Card Front\$150

E-Edition Pages:

Full Page\$850

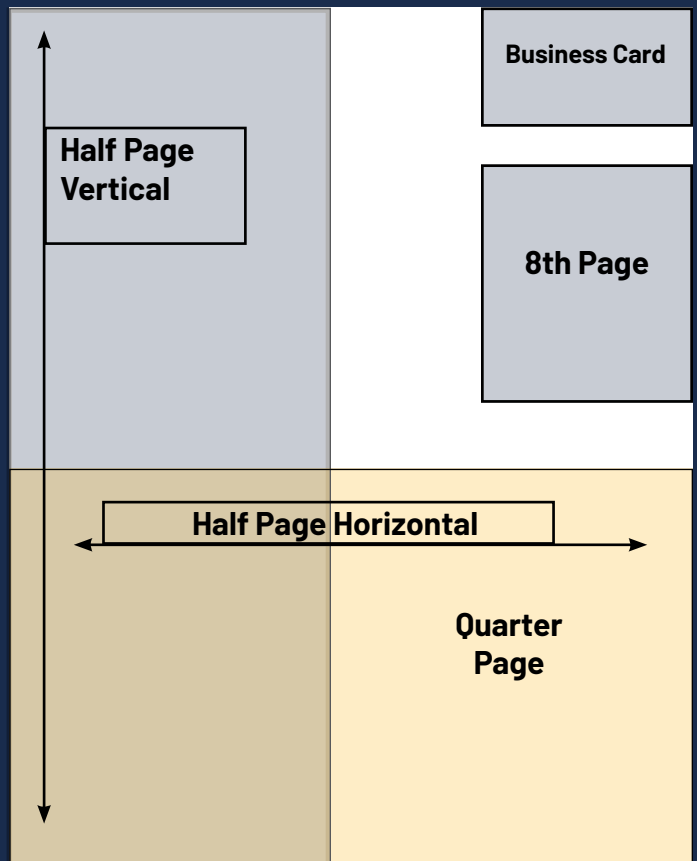
Half Page Horizontal.....\$441

Half Page Vertical\$441

Quarter Page.....\$220

8th Page.....\$105

Business Card\$42



[VIEW EXAMPLE](#)



DIGITAL SPECIAL:
BOOK WITH US BEFORE JUNE 2026 FOR 20% OFF

SPECIALS

As of April 2026, the Lookout Newspaper is in its next chapter as a digital-only newspaper. This includes bi-weekly e-edition newspapers along with daily website updates.

The Lookout Newspaper has been a trusted communication tool for CFB Esquimalt to connect leadership, serving members, their families, veterans, and the greater Victoria community. Our legacy is strong and it will continue.

In this next phase, we're offering advertising specials and new opportunities.

THESE INCLUDE:

- Discounted e-edition ad pricing and transition promo
- New website ad placement opportunities with article connections
- Non-profit rate - **30% off**
- September editions for Military Appreciation - **20% off**
- Remembrance Day editions (when all three editions are booked) - **30% off**
- Bundle opportunities when ads are booked with event booths - **more information on page 11**

*Discounts cannot be stacked.

SPECIAL 2026 E-EDITIONS

Navy Run *June 20*

Canada Day *June 29*

Military Appreciation *September*

Formation Fun Day *Sept 12*

Truth and Reconciliation *Oct 5*

Ship to Shore Tradeshow *Oct 6*

Remembrance Day *Nov 2, 9, 16*

December Holidays *Dec 7*

Year in Review 2027 *Jan 11*



TECHNICAL SPECIFICATIONS

ACCEPTED FILES & SIZING

FOR WEB:

JPG or PNG ≤ 150 KB / max: 250 KB

WEBSITE AD DIMENSIONS: Page 5

COLOUR SPACE: RGB

E-Edition

- PDF effective 200dpi or greater
- The Lookout is an 6-column x 200-line (1600 li) E-Edition newspaper.
- E-Edition ad dimensions: Page 6

Advertising not adhering to our dimensions may be modified.

All advertising must comply with our publishing standards.

Charges may apply for ads needing editing.

IMAGES AND PHOTOS

- Image resolution must be at least 200 effective dpi.
- Supported save formats:
 - Adobe Illustrator with embedded images and outlined fonts
 - High-resolution PDF / JPEG / PNG.

LINKS

- Share link to website for click-throughs. QR codes not recommended for online publications.
- Metrics shared with client.

TIPS

- Include a CTA (Call-to-Action) such as "learn more" or "click here."

Prices include layout, artwork and typesetting. Proofs will be submitted to the advertiser for final approval – to a maximum of 3 proofs.

**Prices do not include GST*

THE OFFICIAL NEWSPAPER OF CFB ESQUIMALT

With an e-edition published bi-weekly and website updated daily, the Lookout Newspaper has been delivering morale and news to the base since 1943.

That won't stop.

DIGITAL ONLY (AS OF APRIL 2026):

Bilingual e-edition published biweekly & website articles published daily:

lookoutnewspaper.com

Social media followings:

Facebook, Instagram and LinkedIn

Partner profiles for amplification:

@cfb.bfc.esquimalt, @pspesquimalt, @pspcommrecesquimalt, @nadenwardroom, @navyrunesquimalt, and more!

2026 PUBLICATION CALENDAR

Publication Date
 Advertising Deadline
 Holiday

January							February							March							April						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
				1	2	3	1	2	3	4	5	6	7	1	2	3	4	5	6	7				1	2	3	4
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11	12	13	14	15	16	17	15	16	17	18	19	20	21	15	16	17	18	19	20	21	12	13	14	15	16	17	18
18	19	20	21	22	23	24	22	23	24	25	26	27	28	22	23	24	25	26	27	28	19	20	21	22	23	24	25
25	26	27	28	29	30	31								29	30	31					26	27	28	29	30		

May							June							July							August						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
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3	4	5	6	7	8	9	7	8	9	10	11	12	13	5	6	7	8	9	10	11	2	3	4	5	6	7	8
10	11	12	13	14	15	16	14	15	16	17	18	19	20	12	13	14	15	16	17	18	9	10	11	12	13	14	15
17	18	19	20	21	22	23	21	22	23	24	25	26	27	19	20	21	22	23	24	25	16	17	18	19	20	21	22
24	25	26	27	28	29	30	28	29	30					26	27	28	29	30	31	23	24	25	26	27	28	29	
31														26	27	28	29	30	31	30	31						

September							October							November							December						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
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6	7	8	9	10	11	12	4	5	6	7	8	9	10	8	9	10	11	12	13	14	6	7	8	9	10	11	12
13	14	15	16	17	18	19	11	12	13	14	15	16	17	15	16	17	18	19	20	21	13	14	15	16	17	18	19
20	21	22	23	24	25	26	18	19	20	21	22	23	24	22	23	24	25	26	27	28	20	21	22	23	24	25	26
27	28	29	30				25	26	27	28	29	30	31	29	30						27	28	29	30	31		

Website artwork due 7 days before first of the month

First 2027 publication date: January 11



EVENTS

EVENTS

As a PSP entity, the Lookout hosts annual events while also supporting many more across CFB Esquimalt. Events with booth presence and/or advertising opportunities include **the MARPAC Health & Wellness Expo, the Ship to Shore Industrial Tradeshow, Formation Fun Day, and the Navy Run.** These events bring more than **3,000+** Defence community members together.

Click the event logos below to learn more.



SHIPTO SHORE
INDUSTRIAL TRADESHOW



Formation
FUN Day

**To ensure alignment with base policies and the purpose of the event, The Lookout Newspaper reserves the right to decline vendor participation.*

EVENTS

Marpac Health & Wellness Expo

March 5, 2026

Booth Type	Price
Full Outdoor	\$650
Full Indoor	\$650
Additional Booth	+ \$500
Premium Placement	+ \$200

Ship To Shore Industrial Tradeshow

October 6, 2026

Booth Type	Price
Full Outdoor	\$1000
Full Indoor	\$1000
Additional Booth	+ \$600
Premium Placement	+ \$200

*DISCOUNT ON ADS FOR OCT/MARCH. REACH OUT MORE INFORMATION.

CFB Esquimalt Navy Run Expo

June 20, 2026

Booth Type	Price
Regular Booth	\$150
CAF Booth	\$50
Additional Booth	+ \$50

Formation Fun Day & Market

September 12, 2026

Booth Type	Price
Regular Booth	\$50
CAF Booth	\$25
Additional Booth	+ \$25

*DISCOUNT ON ADS FOR JULY/SEPT. REACH OUT FOR MORE INFORMATION.

*NON-PROFIT DISCOUNT OF 30% APPLIES TO EVENT BOOTH BOOKING.

EVENTS CALENDAR 2026

Event booth booking deadline
 Event
 Holiday

January							February							March							April						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
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11	12	13	14	15	16	17	15	16	17	18	19	20	21	15	16	17	18	19	20	21	12	13	14	15	16	17	18
18	19	20	21	22	23	24	22	23	24	25	26	27	28	22	23	24	25	26	27	28	19	20	21	22	23	24	25
25	26	27	28	29	30	31								29	30	31					26	27	28	29	30		

May							June							July							August						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
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24	25	26	27	28	29	30	28	29	30					26	27	28	29	30	31	23	24	25	26	27	28	29	
31																					30	31					

September							October							November							December						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
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6	7	8	9	10	11	12	4	5	6	7	8	9	10	8	9	10	11	12	13	14	6	7	8	9	10	11	12
13	14	15	16	17	18	19	11	12	13	14	15	16	17	15	16	17	18	19	20	21	13	14	15	16	17	18	19
20	21	22	23	24	25	26	18	19	20	21	22	23	24	22	23	24	25	26	27	28	20	21	22	23	24	25	26
27	28	29	30				25	26	27	28	29	30	31	29	30						27	28	29	30	31		



ACTIVITY GUIDES

ACTIVITY GUIDES

A PROGRAM RESOURCE FOR THE DEFENCE COMMUNITY

The Maritime Forces Pacific Activity Guide is a comprehensive book on all fitness, sports, recreation, health, children, family and other morale and welfare programs - in person and virtual - available to the DND community.

It has a distribution of **2,000 copies per run** to total **6,000+** per year with three publication dates: **July, November and February.**

ACTIVITY GUIDE RATES

**15% discount when you book three Activity Guides*

Covers (includes inside cover)

Ad Size	Price
Full Page	\$1300
Half Page	\$700
Quarter Page Banner	\$500

Inside Pages

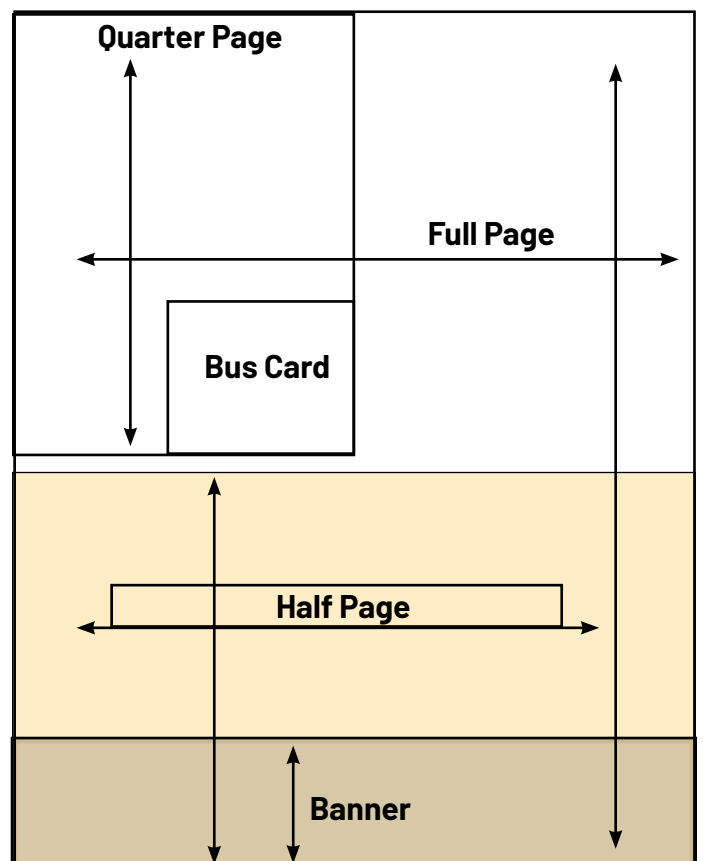
Ad Size	Price
Full Page	\$800
Half Page	\$600
Quarter Page	\$400
Quarter Page Banner	\$400
Business Card	\$250

Prices include layout, artwork and typesetting. Proofs will be submitted to the advertiser for final approval - to a maximum of 3 proofs.

*Prices do not include GST



AD SIZES



ACTIVITY GUIDE CALENDAR

 Activity Guide Published

 Advertising Deadline

 Holiday

April 2026

S	M	T	W	T	F	S
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May 2026

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June 2026

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28	29	30				

July 2026

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August 2026

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30	31					

September 2026

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October 2026

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November 2026

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December 2026

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January 2027

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24	25	26	27	28	29	30
						31

February 2027

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28						

March 2027

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21	22	23	24	25	26	27
28	29	30	31			



FACILITIES

FACILITIES



NADEN ATHLETIC CENTRE

Including one large gym floor, one smaller gym floor, five-lane 25 m swimming pool, leisure wading pool, steam room, large hot tub, two weight training rooms, cardio room, three squash courts, two outdoor volleyball courts, and more.

cfmws.ca/esquimalt/facilities/naden-athletic-centre

RATES:*

Poster \$150/month

Gym banner \$350/month

*Installation included.

*Printing and artwork provided by client.



WURTELE ARENA

Dry floor schedule:

Approximately mid-May to mid-August each year.

Ice schedule:

September to April each year.

cfmws.ca/esquimalt/facilities/wurtele-arena

RATES:*

Rink board space \$1800/year

Premium board space \$2000/year

*Minimum six month contract.

*Installation included.

*Printing and artwork provided by client.

CONTACT



READY TO BOOK?

lookoutnewspaper.com/advertise



YOUR #1 SOURCE OF NEWS FOR MARITIME FORCES PACIFIC AND CFB ESQUIMALT.



1522 Esquimalt Road SH522
CFB Esquimalt



lookoutnewspaper.com