

# Ontario readers can now find out why 33 Western Canadian newspapers love Bruce Penton's sports column



Bruce Penton

33 Western Canadian newspaper publishers can't all be wrong. The weekly column is timely, well-written, humorous and the reviews have been great. And it's value-priced — only \$10 per week, but only \$7 per paper if one company signs up three or more of its publications.

## Here's what some editors and publishers are saying about the Penton Column

• "We find Penton's column is often discussing current issues in which people are interested — and the humorous shorts are appreciated by our readers. The column enables us to provide insight into hot topics outside the Kamloops sporting world and I'd recommend it to any community newspaper." — **Marty Hastings, Kamloops This Week.**

• "Bruce's column is ideal for *The Drumheller Mail*. It gives us the bridge we need for a commentary on *Big League Sports*, plus it is very saleable to a sponsor needing weekly exposure." — **Publisher Ossie Sheddy.**

• "It gives a unique voice to our sports section that we wouldn't otherwise have; it really goes a long way to opening up our publication to a whole new audience." — **Jordan Wasilka, Brandon Wheat City Journal**

"(The Penton column) anchors our sports section. Readers have commented on the depth of knowledge Penton has of the sports world ("He must spend his entire life listening to and watching sports . . . when does he find time to write a weekly column?"), and many enjoy the tidbits of humour he includes each week. We offset the minimal cost by selling a weekly banner ad under the column. It's a win-win-win for sure! — **D. Degenstien, Last Mountain Times**

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(Note: Papers will be entitled to exclusivity for the Penton column in their community. Competitors from the same community will not be allowed to carry the column, so the first to respond will get to carry it.)

**First Ontario paper to sign up will  
get it free for the first three months**

Column consists of 350-word lead of topical sports interest, and concludes with snippets of humorous anecdotes snipped from a variety of internet sources. It's not just a sports column, it's 800 words of entertainment.

**These newspapers spice up their sports pages with the Penton column**

Shellbrook Chronicle - SK  
Drumheller Mail - AB  
Grenfell Sun - SK  
Steinbach Carillon - MB  
Gravelbourg Tribune - SK  
Brooks Bulletin - AB  
Foam Lake Review - SK  
Moosomin World-Spectator - SK  
Last Mountain Times - SK  
Whitewood Herald - SK  
The Northern Connector - BC  
Brandon Westman Journal - MB  
Carlyle Observer - SK  
Redvers Optimist - SK  
Kipling Citizen - SK  
The Outlook - SK  
Shaunavon Standard - SK

Neepawa Banner - MB  
Maple Creek News - SK  
Prairie Post East - AB  
Prairie Post West - AB  
Taber Times - AB  
Bow Island Commentator - AB  
The Sunny South News - AB  
Westwind Weekly News - AB  
Tisdale Recorder - SK  
Lumsden Waterfront Press - SK  
Crossroads This Week - MB  
South Mountain Press - MB  
Kamloops This Week - BC  
Coronation Review - AB  
Lethbridge Journal - AB  
Esterhazy Miner - Journal - SK