

**Looking for an
easy and affordable
way to extend
your reach?**



AdCanada Media Display Ad Networks

One call. One bill. One easy solution.

The AdCanada Media Display Ad Network allows advertisers to keep a low budget and receive a strong ROI while advertising in participating newspapers across Manitoba and Saskatchewan.

Print advertising works. Let us help you get noticed.



adcanadamedia.ca
info@adcanadamedia.ca
1.877.701.4704

AdCanada Media Display Ad Network

Placement Costs

Save over 50% on your advertising costs by taking advantage of AdCanada Media's Display Network programs.

	2x2 Business Card	2x4 Stacked Business Card	1/4 Page
Saskatchewan	\$1,648	\$3,135	\$9,828
Manitoba	\$1,660	\$3,194	\$8,959

Individual geographic zones can be purchased starting at \$273 per zone. See Participating Publication List attached for zone rates!

*Terms and conditions apply - see attached Terms and Conditions document for details.

Network Reach

Advertise in over 100 papers in Manitoba and Saskatchewan with 2x2, 2x4 or 1/4 page ads.

Reach more than 670,000 households!

Call us to book today!
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Formerly AdWest Marketing

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AdCanada Media Inc. Display Network Terms and Conditions

AdCanada Media is able to offer these highly discounted advertising opportunities subject to the following:

- o Bookings and material must be received two weeks prior to week of publication.
- o One network insertion per client per week.
- o Network pricing is listed in B&W. Colour available on request and subject to additional charges.
- o Rates, circulations and participating newspapers subject to change without notice.
- o Ads run 1x per week in each participating title.
- o All network ads are ROP position – position guarantees are not available.
- o Network placements run as described with no modifications to size, content or publications.
- o Tearsheets are not provided for Network campaigns. Full order checks are performed by AdWest at the completion of each campaign and AdCanada guarantees placement in at least 90% of publications. If required, tearsheets are available for an additional cost of \$300 per order.
- o Network placements cannot be used in combination with other programs or opportunities.
- o To qualify for Network placement opportunities, advertisers must meet specific eligibility requirements. ¼ Page Network placements are subject to availability and limited to one campaign per week with advertisers limited to four ¼ Page Network campaigns per year.
- o Prices are in net and no further discounts will be applied. (Ex. Agency discounts)



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Material Specifications

(Sizes shown will be used to best manage the many column widths used by the individual newspapers. Material may be edited slightly to fit certain newspaper specs.)

2x2 (Classic 2 column x 2 inch newspaper size – “Business card”)

Configurations Required:

3”x 2” (to fit newspapers with column widths of 3” and 3.18”)

3.25”x 2” (to fit newspapers with column widths of 3.25” and 3.3”)

3.712”x 2” (to fit newspapers with column widths of 3.712”, 3.75”, 3.79” and 4”)

2x4 (Classic 2 column x 4 inch newspaper size – “Double business card”)

Configurations Required:

3”x 4” (to fit newspapers with column widths of 3” and 3.18”)

3.25”x 4” (to fit newspapers with column widths of 3.25” and 3.3”)

3.712”x 4” (to fit newspapers with column widths of 3.72”, 3.75”, 3.79” and 4”)

Quarter Page (Classic quarter page in most papers – standardized for consistency, will appear smaller or larger than an actual quarter page in some papers.)

Configurations Required:

5” x 5.714”

4.875” x 7.14”

4.85” x 10”

Note: Design services when requested or if required to correct sizing issues will be charged at a rate of \$30 per hour.



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AdCanada Media Display Ad Network - Participating Newspapers with Circulation Numbers & Rates

Saskatchewan

NORTHWEST (Total Circ. 68,759)

Battlefords Regional News-Optimist
Cut Knife Highway 40 Courier
Humboldt Journal
Lloydminster Meridian Source
Martensville Messenger
Meadow Lake Northern Pride
Prince Albert Daily Herald Rural Roots
Shellbrook Chronicle
Spiritwood Herald
Unity Wilkie Press Herald
Wakaw Recorder
Warman Clark's Crossing Gazette

NORTHEAST (Total Circ. 46,204)

Canora Courier
Flin Flon Reminder
Foam Lake Review
Ituna News
Kamsack Times
Melfort/Nipawin Journal
Preeceville Progress
Tisdale/Humboldt East Central Recorder
Wadena News
Wynyard Advance/Gazette
Yorkton This Week

SOUTHWEST (Total Circ. 76,195)

Assiniboia Times
Biggar Independent
Davidson Leader
Eston-Elrose Press Reviews
Gravelbourg Tribune
Herbert Herald
Kindersley Clarion
Lanigan Advisor

Maple Creek & Southwest Advance
Maple Creek News
The Outlook
Rosetown Eagle
Shaunavon Standard
Strasbourg/Lumsden Last Mountain
Swift Current Prairie Post
Swift Current Southwest Booster
Watrous Manitou
West Central Crossroads

SOUTHEAST (Total Circ. 35,033)

Carlyle Observer
Estevan Mercury
Estevan Southeast Lifestyles
Fort Qu'Appelle Times
Indian Head-Wolseley News
Kipling Citizen
Langenburg Four-Town Journal
Melville Advance
Moosomin World-Spectator
Vibank Quad Town Forum
Weyburn Review
Weyburn This Week
Whitewood/Grenfell Herald Sun

AdCanada Media Display Ad Network - Participating Newspapers with Circulation Numbers & Rates

Manitoba

EAST (Total Circ. 288,963)

Altona Red River Valley Echo
Beausejour/Lac du Bonnet Clipper
Carman Valley Leader
Emerson Southeast Journdal
Gimli Express Weekly News
Gimli Interlake Spectator
Headingley Headliner
Selkirk Journal
Selkirk Record
Steinbach – The Carillon
Stonewall Argus & Teulon Times
Stonewall Teulon Tribune
Winnipeg City Weeklies Combination

NORTHWEST (Total Circ. 27,359)

Dauphin Herald
Erickson South Mountain Press
Flin Flon Reminder
Minnedosa Tribune
Neepawa Banner and Press
Rivers Banner Gazette Reporter
Roblin Review
Russell Banner
Shoal Lake Crossroads This week
Swan Valley (River) Star & Times
The Pas Opasquia Times

SOUTH CENTRAL/ WEST (Total Circ. 72,456)

Baldur/Glenboro Gazette
Boissevain Recorder
Brandon Westman This week
Cartwright Southern Manitoba Review
Deloraine Times & Star
Killarney Guide
Manitou Western Canadian
Melita New Era
Morden Times
Pilot Mount Sentinel Courier
Portage Graphic Leader
Reston Recorder
Souris Plaindealer
Terherne Times
Virden Empire-Advance
Winkler Morden Voice
Winkler Times

*Circulation numbers listed here may not be current. Please visit adcanadamedia.ca for current numbers

AdCanada Media Display Ad Network- Participating Newspapers with Circulation Numbers & Rates

PRICING

ZONE	2x2	2x4	¼ Page
SK – ALL	\$1,648	\$3,135	\$9,828*
SK – NORTHWEST	\$398	\$761	N/A
SK – NORTHEAST	\$441	\$840	N/A
SK – SOUTHWEST	\$510	\$967	N/A
SK – SOUTHEAST	\$400	\$761	N/A
MB – ALL	\$1,660	\$3,194	\$8,959**
MB – EAST	\$832	\$1,626	N/A
MB – NORTHWEST	\$273	\$514	N/A
MB – SOUTH CENTRAL/WEST	\$553	\$1,053	N/A

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