

# Advertise and be seen across the board.

## AdCanada Media Display Ad Networks

One call. One bill. One easy solution.

Looking for an easy and affordable way to extend your reach? 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	\$1,772	\$3,364	\$10,490
Manitoba	\$1,677	\$3,226	\$8,837

**Individual geographic zones can be purchased starting at \$450 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 130 papers in Manitoba and Saskatchewan with 2x2, 2x4 or 1/4 page ads.

Reach more than 715,000 households!

**Call us to book today!**

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**adcanada**  
Media Inc.

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 bookings are B&W, colour pricing 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 \$100 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.



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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”

4.68” 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

### **CENTRAL (Total Circ. 69,112)**

Biggar Independent  
 Canora Courier  
 Davidson Leader  
 East Central Trader  
 Eston-Elrose Press Review  
 Foam Lake Review  
 Fort Qu'Appelle Times  
 Humboldt Journal  
 Ituna News  
 Kamsack Times  
 Kindersley Clarion  
 Langenburg Four-Town Journal  
 Lanigan Advisor  
 Leader News  
 Martensville Messenger  
 Outlook (The)  
 Preeceville Progress  
 Rosetown Eagle  
 Strasbourg/Lumsden Last Mountain Times  
 Unity Wilkie Press Herald  
 Wadena News  
 Warman Clark's Crossing Gazette  
 Watrous Manitou  
 West Central Crossroads  
 Wynyard Advance/Gazette

### **NORTH (Total Circ. 125,358)**

Battlefords News Optimist (The)  
 Battlefords Regional Optimist (The)  
 Cut Knife Highway 40 Courier  
 Flin Flon Reminder  
 Lloydminster Meridian Source  
 Meadow Lake Northern Pride  
 Melfort Journal  
 Melfort/Nipawin Northeast Sun  
 Nipawin Journal  
 Prince Albert Daily Herald EMC

Shellbrook Chronicle  
 Spiritwood Herald  
 Tisdale Recorder  
 Wakaw Recorder

### **SOUTH (Total Circ. 110,521)**

Assiniboia Times  
 Carlyle Observer  
 Esterhazy Miner-Journal  
 Estevan Southeast Lifestyles  
 Estevan Mercury  
 Gravelbourg Tribune  
 Herbert Herald  
 Indian Head-Wolseley News  
 Kipling Citizen  
 Maple Creek & Southwest Advance Times  
 Maple Creek News  
 Melville Advance  
 Moosomin World-Spectator  
 Shaunavon Standard  
 Swift Current Prairie Post  
 Swift Current Southwest Booster  
 Vibank Quad Town Forum  
 Weyburn Review  
 Weyburn This Week  
 Whitewood and Grenfell Herald Sun  
 Yorkton This Week

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## Manitoba

### **EAST (Total Circ. 274,671)**

Altona Red River Valley Echo  
 Beausejour Clipper  
 Carman Valley Leader  
 Emerson Southeast Journal  
 Gimli Express Weekly News  
 Headingley Headliner  
 Interlake Enterprise  
 Gimli Interlake Enterprise  
 Selkirk Journal  
 Selkirk Record  
 Steinbach Carillon  
 Stonewall Argus & Teulon Times  
 Stonewall Teulon Tribune  
 Winnipeg Herald  
 Winnipeg Lance  
 Winnipeg Metro  
 Winnipeg Sou'Wester  
 Winnipeg Times

Souris Plaindealer  
 Treherne Times  
 Winkler Morden Voice  
 Winkler Times

### **WEST (Total Circ. 21,481)**

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

### **CENTRAL (Total Circ. 64,642)**

Baldur Gazette  
 Boissevain Recorder  
 Brandon Westman Journal  
 Carberry News-Express  
 Cartwright Southern Manitoba Review  
 Deloraine Times & Star  
 Killarney Guide  
 Manitou Western Canadian  
 Melita New Era  
 Morden Times  
 Pilot Mound Sentinel Courier  
 Portage Central Plains Herald Leader  
 Reston Recorder

\*Circulation numbers listed here may not be current. Please visit [adcanadamedia.ca](http://adcanadamedia.ca) for current numbers.

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

### PRICING

<b>ZONE</b>	<b>2x2</b>	<b>2x4</b>	<b>¼ Page</b>
<b>SK – ALL</b>	\$1,772	\$3,364	\$10,490
<b>SK – CENTRAL</b>	\$650	\$1,150	N/A
<b>SK – NORTH</b>	\$850	\$1,500	N/A
<b>SK – SOUTH</b>	\$750	\$1,325	N/A
<b>MB – ALL</b>	\$1,677	\$3,226	\$8,837
<b>MB – EAST</b>	\$800	\$1,400	N/A
<b>MB – CENTRAL</b>	\$750	\$1,325	N/A
<b>MB – WEST</b>	\$575	\$975	N/A

\*Terms and Conditions Apply

Please call AdCanada Media at 1.877.701.4704 to book!