

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	\$1,869	\$3,522	\$11,037
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!
1.877.701.4704



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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 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. 70,022)

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
 Macklin Mirror
 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 Booster
 Lloydminster Source
 Meadow Lake Northern Pride
 Melfort Journal
 Melfort/Nipawin Northeast Sun
 Nipawin Journal
 Prince Albert Daily Herald EMC

Shellbrook Chronicle
 Spiritwood Herald
 Tisdale Parkland Review
 Tisdale Recorder
 Wakaw Recorder

SOUTH (Total Circ. 104,427)

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
 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

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

Manitoba

EAST (Total Circ. 274,671)

Altona Red River Valley Echo
 Beausejour Clipper
 Carman Valley Leader
 Emerson Southeast Journal
 Gimli Interlake Spectator
 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

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 for current numbers.

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

PRICING

ZONE	2x2	2x4	¼ Page
SK – ALL	\$1,869	\$3,552	\$11,037
SK – CENTRAL	\$650	\$1,150	N/A
SK – NORTH	\$850	\$1,500	N/A
SK – SOUTH	\$750	\$1,325	N/A
MB – ALL	\$1,677	\$3,226	\$8,837
MB – EAST	\$800	\$1,400	N/A
MB – CENTRAL	\$750	\$1,325	N/A
MB – WEST	\$575	\$975	N/A

*Terms and Conditions Apply

Please call AdCanada Media at 1.877.701.4704 to book!