

Looking for an easy
and affordable way
to reach your target
audience?



AdCanada Media Network Ad Program

One call. One bill. One easy solution.

The AdCanada Media Display Ad Network program 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 Network Ad Program

Placement Costs

Save over 40% on your advertising costs by taking advantage of AdCanada Media's Display Network Programs.

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

	2x2 Business Card	2x4 Stacked Business Card	1/4 Page
Saskatchewan	\$1,648	\$3,135	\$9,995
Manitoba	\$1,420	\$2,840	\$7,760

Individual geographic zones can be purchased starting at \$273 per zone. See participating publication list on page 5 & 6 for further information!

Network Reach

Advertise in over 90 local community newspapers, with a circulation of over 300,000, in Manitoba and Saskatchewan.

Needing to reach communities in Alberta as well? Ask us for information on the 1/4 page Network Alberta program!

Reach over 670,000 households per week!

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AdCanada Media Network Ad Program

Terms and Conditions

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

- Bookings and material must be received by Wednesday week prior to publication
- One Network insertion per client per week.
- Network pricing is listed in black and white. Colour available upon request and submit to additional charges.
- Rates, circulations and participating newspapers are subject to change without notice
- Ads run 1x per week in each participating title.
- All network ads are ROP position - guaranteed placement is not available.
- Network placements run ad described with no modifications to size, content or publications.
- Tearsheets are not provided for Network campaigns. Full order checks are performed by AdCanada 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.
- Network placements cannot be used in combination with other programs or opportunities.
- To qualify for Network placement opportunities, advertisers must meet specific eligibility requirements. 1/4 page Network placements are subject to availability and limited to one campaign per week with advertisers limited to four 1/4 Page Network campaigns per year.
- Prices are in net and no further discounts may be applied (ex. Agency discounts)

Call us to book today!

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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 Business Card - Classic 2 column x 2 inch newspaper size

- 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 from 3.7" to 4")

2x4 Stacked Business Card - Classic 2 column x 4 inch newspaper size

- 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 from 3.7" to 4")

1/4 Page - Classic quarter page in most papers - standardized for consistency, will appear smaller or larger than an actual quarter page in some publications.

- 5" x 5.714"
- 4.64" x 7"
- 4.875" x 7.14"
- 4.875" x 10"

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

Participating Newspapers - Saskatchewan

NORTHWEST - Circulation 86,722

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

SOUTHWEST - Circulation 48,887

Assiniboia Times
Biggar Independent
Davidson Leader
Gravelbourg Tribune
Herbert Herald
Kindersley, Your West Central Voice (1/4 Page Only)
Kyle Times (1/4 Page Only)
Lanigan Advisor
Maple Creek & Southwest Advance Times
Maple Creek News
Moose Jaw Express (1/4 Page Only)
Outlook (The)
Rosetown Eagle
Shaunavon Standard
Strasbourg/Lumsden Last Mountain Times
Swift Current Prairie Post
Swift Current Southwest Booster
Watrous Manitou

NORTHEAST - Circulation 40,253

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

SOUTHEAST - Circulation 35,305

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

Participating Newspapers - Manitoba

NORTHWEST - Circulation 27,909

Dauphin Herald
Erickson South Mountain Press
Creighton/Flin Flon The 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
Thompson Nickel Belt News

SOUTH CENTRAL/WEST - Circulation 58,219

Baldur/Glenboro Gazette
Boissevain Recorder
Brandon Westman This Week
Cartwright Southern Manitoba Review
Killarney Guide
Manitou Western Canadian
Pilot Mount Sentinel Courier
Portage Graphic Leader
Treherne Times
Virden Empire-Advance
Winkler Morden Voice

EAST - Circulation 262,682

Altona South Central Post
Beausejour/Lac du Bonnet Clipper
Carman Dufferin Standard
Emerson Southeast Journal
Gimli Express Weekly News
Headingley Headliner
Selkirk Record
Steinbach - The Carillon
Stonewall Teulon Tribune
Winnipeg City Weeklies
- Herald NE
- Lance SE
- Metro W
- Sou'Wester SW
- Times NW

Pricing

Zone	2x2	2x4	1/4 Page
Saskatchewan - Province Wide	\$1,648	\$3,135	\$9,995
Northwest	\$398	\$761	N/A
Southwest	\$510	\$967	N/A
Northeast	\$441	\$840	N/A
Southeast	\$400	\$761	N/A
Manitoba - Province Wide	\$1,420	\$2,840	\$7,760
Northwest	\$360	\$720	N/A
South Central/West	\$390	\$780	N/A
East	\$820	\$1,640	N/A

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