

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	\$1,975	\$3,720	\$11,438
Manitoba	\$1,486	\$2,822	\$8,650

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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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. 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
 Nokomis/Strasbourg Last Mountain Times
 Outlook (The)
 Preeceville Progress
 Rosetown Eagle
 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

Shellbrook Chronicle
 Spiritwood Herald
 Tisdale Parkland Review
 Tisdale Recorder
 Wakaw Recorder

SOUTH (Total Circ. 114,328)

Assiniboia Times
 Carlyle Observer
 Esterhazy Miner-Journal
 Estevan Southeast Lifestyles
 Estevan Mercury
 Gravelbourg Tribune
 Herbert Herald
 Indian Head-Wolseley News
 Kipling Citizen
 Lumsden/White City Waterfront Regional Star
 Maple Creek & Southwest Advance Times
 Maple Creek News
 Melville Advance
 Moosomin World-Spectator
 Oxbow Carnduff Herald Express
 Shaunavon Standard
 South Central Star
 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

<p>EAST (Total Circ. 290,982)</p> <ul style="list-style-type: none"> Altona Red River Valley Echo Beausejour Clipper Carman Valley Leader Emerson Southeast Journal Headingley Headliner Interlake Enterprise Interlake Spectator Selkirk Journal Selkirk Record Steinbach Carillon Stonewall Argus & Teulon Times Stonewall Teulon Tribune Winnipeg Herald Winnipeg Lance Winnipeg Metro Winnipeg Sou'Wester <p>CENTRAL (Total Circ. 61,601)</p> <ul style="list-style-type: none"> Baldur Gazette Carberry News-Express Cartwright Southern Manitoba Review Killarney Guide Manitou Western Canadian Minnedosa Tribune Morden Times Neepawa Banner Press Pilot Mound Sentinel Courier Portage Central Plains Herald Leader Treherne Times Winkler Morden Voice Winkler Times 	<p>WEST (Total Circ. 35,102)</p> <ul style="list-style-type: none"> Boissevain Recorder Brandon Westman Journal Dauphin Herald Deloraine Times & Star Erickson South Mountain Press Flin Flon Reminder Melita New Era Reston Recorder Rivers Banner - Gazette Reporter Roblin Review Russell Banner Shoal Lake Crossroads This Week Souris Plaindealer Swan Valley (River) Star & Times The Pas Opasquia Times Virden Empire-Advance
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*Circulation numbers listed here may not be current. Please visit adcanadamedia.ca for current numbers.



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PRICING

ZONE	2x2	2x4	¼ Page
SK – ALL	\$1,975	\$3,720	\$11,438
SK – CENTRAL	\$650	\$1,150	N/A
SK – NORTH	\$850	\$1,500	N/A
SK – SOUTH	\$750	\$1,425	N/A
MB – ALL	\$1,486	\$2,822	\$8,650
MB – EAST	\$800	\$1,450	N/A
MB – CENTRAL	\$500	\$850	N/A
MB – WEST	\$450	\$775	N/A

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Please call AdCanada Media at 1.877.701.4704 to book!