



**LOCAL ADVERTISING INFORMATION**  
**2011-2012**

## ABOUT US

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The *Manitoban* is the official student newspaper of the University of Manitoba, published every Wednesday during the regular university session.

### CIRCULATION

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The *Manitoban* circulates 10,000 copies to over 100 locations across the University of Manitoba and the Winnipeg area.

### REACH

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The *Manitoban* is the largest and most widely circulated student newspaper in the province, and we are one of the top 10 largest student newspapers in Canada.

### COMPETITIVE

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All the rates at the *Manitoban* are extremely competitive with rates from other print and online media in Winnipeg.

### VALUE

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The *Manitoban* purposefully limits the ad-to-content ratio, meaning advertisers stand out and don't just get lost amongst the advertising noise.

### RESPECT

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The *Manitoban* has a long-standing legacy of publishing, entering our 99th year of publishing and winning awards for our publication.

### CLIENT ORIENTATION

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The *Manitoban* is launching a readership survey this year to provide our clients with more data about our readership. Contact us to see where we are with this!

## PRINT RATES

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SIZE (WxH)	PRICE	COLOUR*
4x3	\$86	\$131
4x5 - 1/8 PAGE	\$140	\$131
6x6.5 - 1/4 PAGE	\$280	\$210
6x9 - 1/3 PAGE	\$380	\$262
10x2 - SMALL BANNER	\$140	\$131
10x4 - LARGE BANNER	\$285	\$210
2x16 - SMALL STRIP	\$230	\$210
4x16 - LARGE STRIP	\$460	\$262
10x8 - 1/2 PAGE	\$570	\$262
10x16 - FULL PAGE	\$1,100	\$315

## ONLINE RATES

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SIZE (WxH)	PRICE	COLOUR
728 x 90-LEADERBOARD	\$18/1,000 hits	N/A
160 x 600-SKYSCRAPER	\$11/1,000 hits	N/A
300x250-BIG BOX	\$12/1,000 hits	N/A

Don't see the size you want? Contact us for custom sizes; all of our custom sizes are extremely competitive!

\* For colour ads combine colour and price columns.

## TERMS OF SALE

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### DEADLINE

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The *Manitoban* publishes issues on Wednesdays. The deadline to book an ad is 4pm on the Friday prior to publication.

Charges and cancellations may be requested by 4pm on Friday prior to publication as well. The *Manitoban* reserves the right to charge the quoted price of the order should changes or cancellations occur after the deadline.

## PACKAGES

PACKAGE	PRICE
EXECUTIVE - FULL PAGE + WEBSITE LEADERBOARD (5,000 VIEWS)	\$1,100
VIP - LARGE BANNER + WEBSITE LEADERBOARD (5,000 VIEWS)	\$300
BANNER - SMALL BANNER + WEBSITE SKYSCRAPER (5,000 VIEWS)	\$280
CLASSIFIED - 4" x 3" AD + TEXT AD ON THE WEBSITE FOR ONE WEEK	\$84
TEXT ONLY - CLASSIFIED AD IN PRINT @ NORMAL RATES, ONLINE FOR FREE	Pro Rata
SPONSORSHIP - FULL PAGE AD IN THE PAPER, LEADERBOARD AND BIG BOX ON THE WEBSITE (3,000 VIEWS EACH), AND THREE CONTESTS FOR WHICH ADS WILL BE PUT UP AROUND THE UNIVERSITY FEATURING YOU AS THE CONTEST SPONSOR (YOU PROVIDE THE PRIZE WHICH GETS A TON OF PUBLICITY)	\$1,500

\* Please note that packages do not include colour, which must be added separately.

## EXTRAS

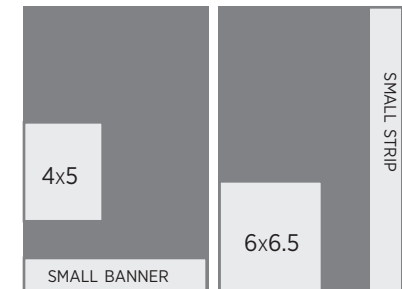
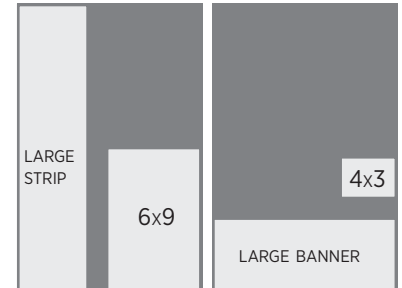
Want a special placement? Just a single colour? A specific section? We can do that for you too!

EXTRA	PRICE
SPECIAL PAGES (BACK COVER OR PAGES 4-6 (HIGH TRAFFIC))	\$40
SECTION PLACEMENT	\$20
SPOT COLOUR (A SINGLE COLOUR AND BLACK)	\$125

## DISCOUNTS

Student groups and registered charities receive 15% off any ad purchases.

## SIZES



## DESIGN

The **Manitoba** offers ad design service at a rate of \$40 per hour.

## FORMAT

If you are supplying your own artwork, the digital format must be one of PDF, TIFF, EPS, AI or PSD.

Ad sizes are flexible, however, we require widths to be multiples of 2 inches. The maximum size for an advertisement is 10" by 16" tall.

## CLASSIFIEDS

Classified ads are charged at a rate of 50 cents per word, \$10 minimum.

## PAYMENT

Payment is expected to be within the first 30 days.

# PUBLISHING SCHEDULE

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JUNE

S	M	T	W	T	F	S
			22			

JULY

S	M	T	W	T	F	S
			20			

AUGUST

S	M	T	W	T	F	S
			17			

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SEPTEMBER

S	M	T	W	T	F	S
			7			
			14			
			21			
			28			

OCTOBER

S	M	T	W	T	F	S
			5			
			12			
			19			
			26			

NOVEMBER

S	M	T	W	T	F	S
			2			
			9			
			16			
			23			
			30			

DECEMBER

S	M	T	W	T	F	S
			7			

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JANUARY

S	M	T	W	T	F	S
			4			
			11			
			25			

FEBRUARY

S	M	T	W	T	F	S
			1			
			8			
			15			
			29			

MARCH

S	M	T	W	T	F	S
			7			
			14			
			21			
			28			

APRIL

S	M	T	W	T	F	S
			4			

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## CONTACT

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