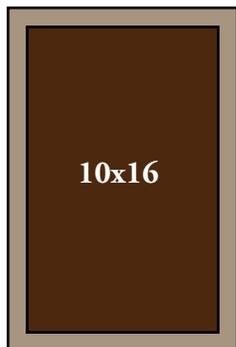


the MANITOBAN

THE OFFICIAL UNIVERSITY OF MANITOBA STUDENTS' NEWSPAPER

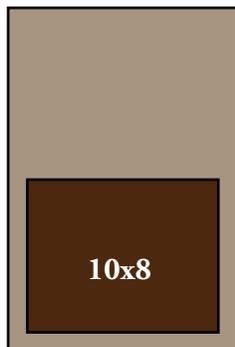
2015-2016 RATE CARD



FULL PAGE

WIDTH BY HEIGHT
10x16"

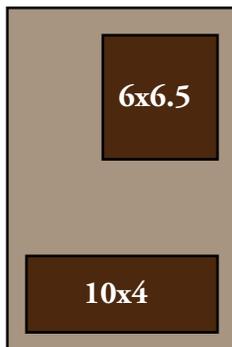
\$1050 Full Colour
\$950 B&W



1/2 PAGE

WIDTH BY HEIGHT
10x8"

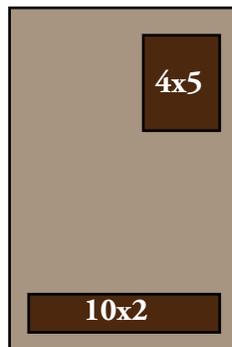
\$610 Full Colour
\$530 B&W



1/4 PAGE

WIDTH BY HEIGHT
Standard - 6x6.5"
Banner - 10x4"

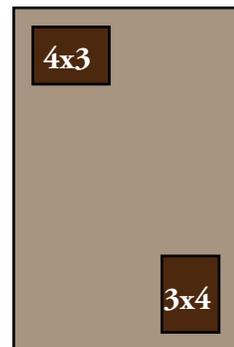
\$390 Full Colour
\$265 B&W



1/8 PAGE

WIDTH BY HEIGHT
Standard - 4x5"
Banner - 10x2"

\$200 Full Colour
\$130 B&W



WALLET SIZE

WIDTH BY HEIGHT
4x3"

\$130 Full Colour
\$80 B&W

Booking Deadline - Wednesday prior to publication Artwork Deadline - Friday prior to publication

Packages

Sponsorship Package **\$1500**

Full page colour print ad, one week of a Leaderboard online ad, one week of a Big Box online ad, and 2 contests, for which you provide the prizes, promoted through our website and social media

Executive **\$450**

1/4 page colour ad and one week of website Leaderboard ad

VIP **\$250**

1/8 page colour ad and one week of website Big Box ad

Build a package

We want to make a package that works best for you! Tell us your needs and can provide suggestions.

Ask us about our joint UMFM package!

Online Advertising*

Leaderboard

728x90 pixels
Displayed at the top, middle or bottom of all pages

Weekly - \$100
Per 1000 Hits - \$11

Big Box

300x250 pixels
Displayed in the right-hand column of all pages

Weekly - \$75
Per 1000 Hits - \$8.50

*Online prices subject to change

Our website averages 9,000 views a week.

Additional Information

Discounts - Not-for-profits are eligible for 15% discount. Large volume discounts are also available. During the summer months (June, July, August) all print ads are 50% off.

Extras- We also offer cut outs and inserts.

Special Placement & Custom Sizes- Contact us for more information.

Format - PDE, TIFF, EPS, AI, JPEG, or PSD. We recommend using 300 dpi.

Publishing Schedule

September 2, 9, 16, 23, 30

October 7, 21, 28

November 4, 11, 18, 25

December 2

January 6, 13, 20, 27

February 3, 10, 24

March 2, 9, 16, 23, 30

April 2

We distribute 5,000 print copies a week.

