

**Looking for an
easy and affordable
way to extend
your reach?**



AdCanada Media Display Ad Networks

One call. One bill. One easy solution.

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	\$1,670	\$3,176	\$9,784
Manitoba	\$1,660	\$3,194	\$8,955

Individual geographic zones can be purchased starting at \$273 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 100 papers in Manitoba and Saskatchewan with 2x2, 2x4 or 1/4 page ads.

Reach more than 670,000 households!

Call us to book today!

1.877.701.4704



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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

NORTHWEST (Total Circ. 86,159)

Battlefords Regional News-Optimist
 Cut Knife Highway 40 Courier
 Humboldt Journal
 Lloydminster Meridian Source
 Martensville Messenger
 Meadow Lake Northern Pride
 Prince Albert Daily Herald Rural Roots
 Shellbrook Chronicle
 Spiritwood Herald
 Unity Wilkie Press Herald
 Wakaw Recorder
 Warman Clark's Crossing Gazette

NORTHEAST (Total Circ. 45,302)

Canora Courier
 Flin Flon Reminder
 Foam Lake Review
 Ituna News
 Kamsack Times
 Northeast Journal
 Preeceville Progress
 Tisdale/Humboldt East Central Recorder
 Wadena News
 Wynyard Advance/Gazette
 Yorkton This Week

SOUTHWEST (Total Circ. 64,299)

Assiniboia Times
 Biggar Independent
 Davidson Leader
 Eston-Elrose Press Reviews
 Gravelbourg Tribune
 Herbert Herald
 Kindersley Clarion
 Lanigan Advisor

Leader News
 Maple Creek & Southwest Advance
 Maple Creek News
 The Outlook
 Rosetown Eagle
 Shaunavon Standard
 Strasbourg/Lumsden Last Mountain
 Swift Current Prairie Post
 Swift Current Southwest Booster
 Watrous Manitou
 West Central Crossroads

SOUTHEAST (Total Circ. 36,301)

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

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

Manitoba

<p>EAST (Total Circ. 287,241)</p> <p>Altona Red River Valley Echo Beausejour/Lac du Bonnet Clipper Carman Valley Leader Emerson Southeast Journdal Gimli Express Weekly News Gimli Interlake Spectator Headingley Headliner Selkirk Journal Selkirk Record Steinbach – The Carillon Stonewall Argus & Teulon Times Stonewall Teulon Tribune Winnipeg City Weeklies Combination</p> <p>NORTHWEST (Total Circ. 26,809)</p> <p>Dauphin Herald Erickson South Mountain Press Flin Flon 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</p>	<p>SOUTH CENTRAL/ WEST (Total Circ. 76,027)</p> <p>Baldur/Glenboro Gazette Boissevain Recorder Brandon Westman This week Carberry News-Express Cartwright Southern Manitoba Reivew Deloraine Times & Star Killarney Guide Manitou Western Canadian Melita New Era Morden Times Pilot Mount Sentinel Courier Portage Graphic Leader Reston Recorder Souris Plaindealer Terherne Times Virden Empire-Advance Winkler Morden Voice Winkler Times</p>
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*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	\$1,670	\$3,176	\$9,784*
SK – NORTHWEST	\$398	\$761	N/A
SK – NORTHEAST	\$441	\$840	N/A
SK – SOUTHWEST	\$510	\$967	N/A
SK – SOUTHEAST	\$400	\$761	N/A
MB – ALL	\$1,660	\$3,194	\$8,955**
MB – EAST	\$832	\$1,626	N/A
MB – NORTHWEST	\$273	\$514	N/A
MB – SOUTH CENTRAL/WEST	\$553	\$1,053	N/A

*Terms and Conditions Apply

Please call AdCanada Media at 1.877.701.4704 to book!