



**DIEGO CASTRO**

Ads Co-ordinator

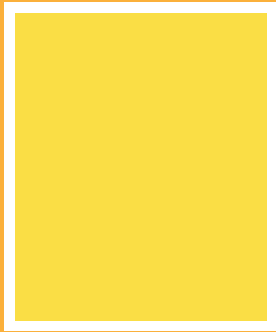
✉ ads@themanitoban.com

🏠 109 Helen Glass Building  
University of Manitoba  
Winnipeg, MB  
R3T 2N2

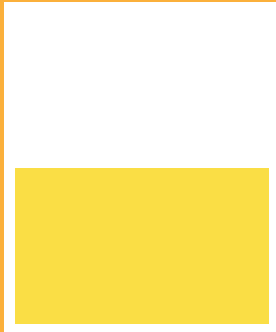
ESTABLISHED IN 1914, THE MANITOBAN IS  
THE OFFICIAL STUDENT NEWSPAPER OF THE  
UNIVERSITY OF MANITOBA

# 2020-2021 RATE CARD

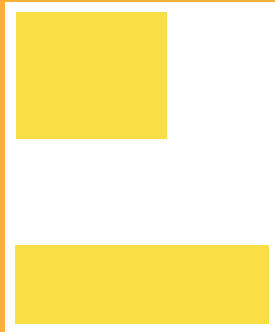
**DIMENSIONS:** WIDTH BY HEIGHT. **FILE FORMAT:** PDF, TIFF, EPS, AI, JPEG, JPG or PSD at 300 DPI.



**FULL PAGE**  
10x16"  
\$1100 Colour  
\$1000 B&W



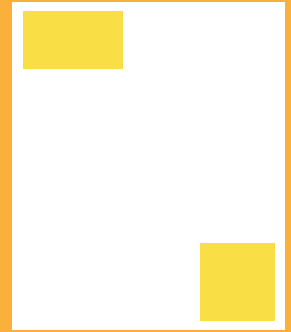
**1/2 PAGE**  
10x8"  
\$600 Colour  
\$550 B&W



**1/4 PAGE**  
Standard: 6x6.5"  
Banner: 10x4"  
\$350 Full Colour  
\$250 B&W



**1/8 PAGE**  
Standard: 4x5"  
Banner: 10x2"  
\$200 Colour  
\$130 B&W



**WALLET SIZE**  
4x3"  
\$130 Full Colour  
\$80 B&W

**BOOKING DEADLINE: WEDNESDAY PRIOR TO PUBLICATION. ARTWORK DEADLINE: FRIDAY PRIOR TO PUBLICATION.**

**5,000** WEEKLY EDITIONS CIRCULATED  
ACROSS THE CITY

**31,000** STUDENTS & FACULTY AT THE  
UNIVERSITY OF MANITOBA

**90+** PICK-UP LOCATIONS ACROSS  
CAMPUS AND CITY

## 2020-2021 PUBLISHING SCHEDULE

<b>SEP:</b> 9, 16, 23, 30	<b>JAN:</b> 6, 20, 13, 27
<b>OCT:</b> 7, 14, 21, 28	<b>FEB:</b> 3, 10, 15, 24
<b>NOV:</b> 4, 18, 25	<b>MAR:</b> 3, 10, 17, 24, 31
<b>DEC:</b> 2, 9	<b>APR:</b> 7

2020 PDF version  
2021 Print version

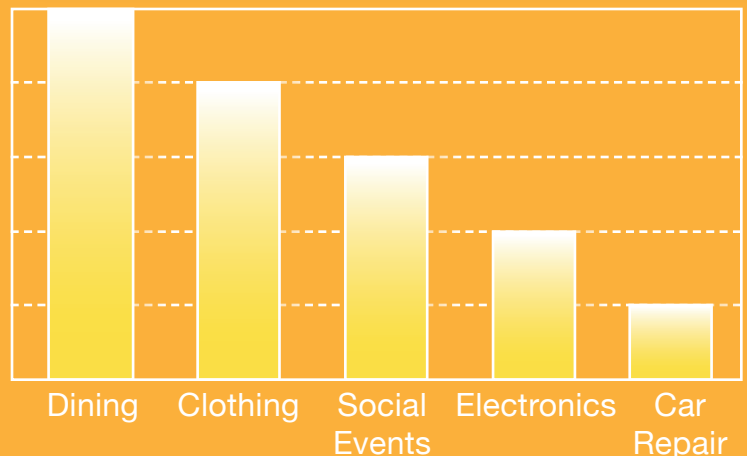
## BASED ON A RECENT SURVEY OF OUR READERSHIP, OUR READERS ARE:

- + 57% female,
- + 40% male
- + 3% non-binary/other
- + 50% undergraduate
- + 40% graduate
- + 10% are faculty/staff

**DISCOUNTS:** Not-for-profits are eligible  
for 15% discount on single print and  
online ads; 10% on packages.

Large volume discounts are also available.

## TOP INDUSTRY PURCHASES ARE:





**DIEGO CASTRO**

Ads Co-ordinator



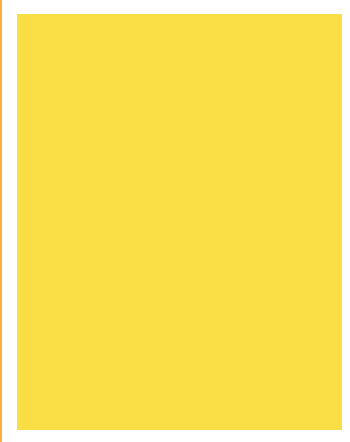
ads@themanitoban.com



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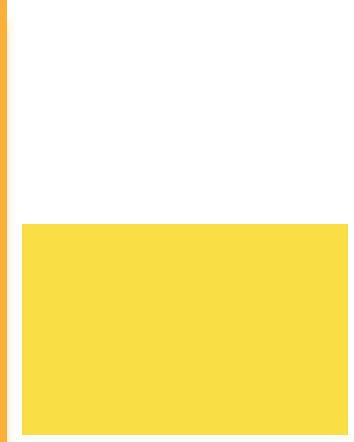
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## WEBSITE ADVERTISING



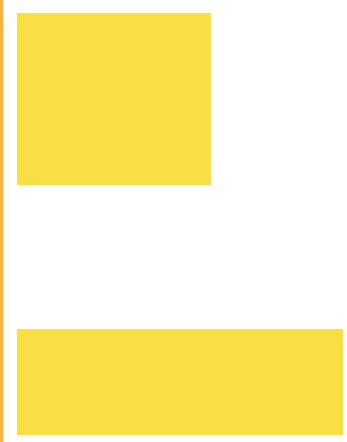
### PREMIUM

1 full page colour ad  
1-2 weeks  
(leaderboard or big box)  
\$1300.00



### VALUE

1/2 full page colour ad  
1-2 weeks (leaderboard or  
big box)  
\$870.00



### MINI VALUE

1/4 full page colour ad  
1 week (leaderboard or  
big box)  
\$460.00

## ADVERTISEMENT PACKAGES

**FORMAT:** PDF, TIFF,  
EPS, AI, JPEG, JPG or  
PSD.

WE REQUIRE  
PROVIDED IMAGES  
TO BE 300 DPI. AD  
DESIGN IS QUOTED  
UPON REQUEST

PLEASE CONTACT US  
FOR MORE INFORMA-  
TION REGARDING  
FORMATTING

## PRICING

**\$18 CPM**  
COST PER MILLE

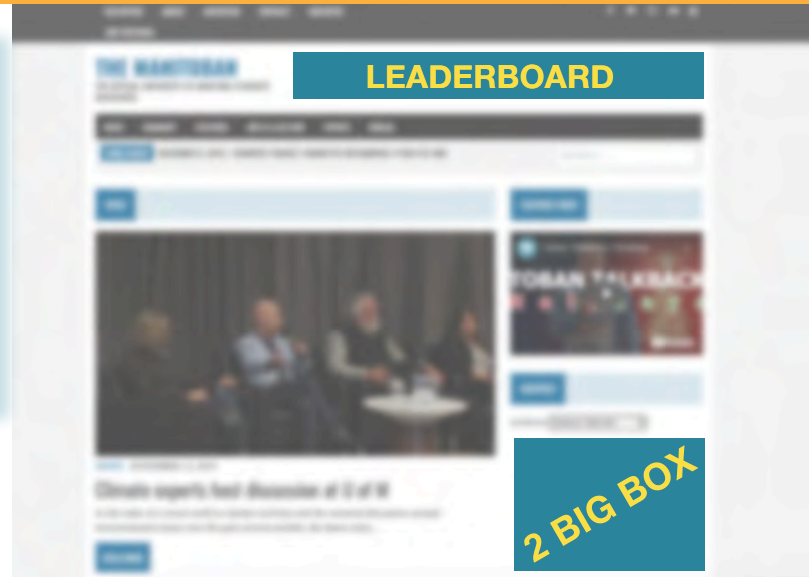


OUR RATE IS BASED ON INCREMENTS OF  
1,000 WEB IMPRESSIONS, OR VIEWS, THAT  
YOUR ADVERTISEMENT RECEIVES



**10,000 IMPRESSIONS** YOUR AD  
WILL RUN FOR 1 WEEK \$180

**20,000 IMPRESSIONS** YOUR AD  
WILL RUN FOR 2 WEEKS \$350



## WEBSITE TRAFFIC STATS

**227,000** UNIQUE VISITORS PER YEAR

**18,000** NEW MONTHLY VISITORS

**61,000** MONTHLY IMPRESSIONS

## LEADERBOARD and FOOTER

1 of each available  
728x90 pixels Displayed on  
the top or bottom of all  
pages of our website

## BIG BOX

3 available 300x250  
pixels Displayed on  
the right side column  
of all pages of our  
website

**Big Boxes can be use for image  
or video**