

LOCAL ADVERTISING INFORMATION

2013—2014



■ **TEMPORAL LOBE**
—Perception & Recognition

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■ **FRONTAL LOBE**
—Reasoning & planning

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■ **PARIETAL LOBE**
—Movement & Orientation

PAGE 2

■ **OCCIPITAL LOBE**
—Visual Processing

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CONTACT

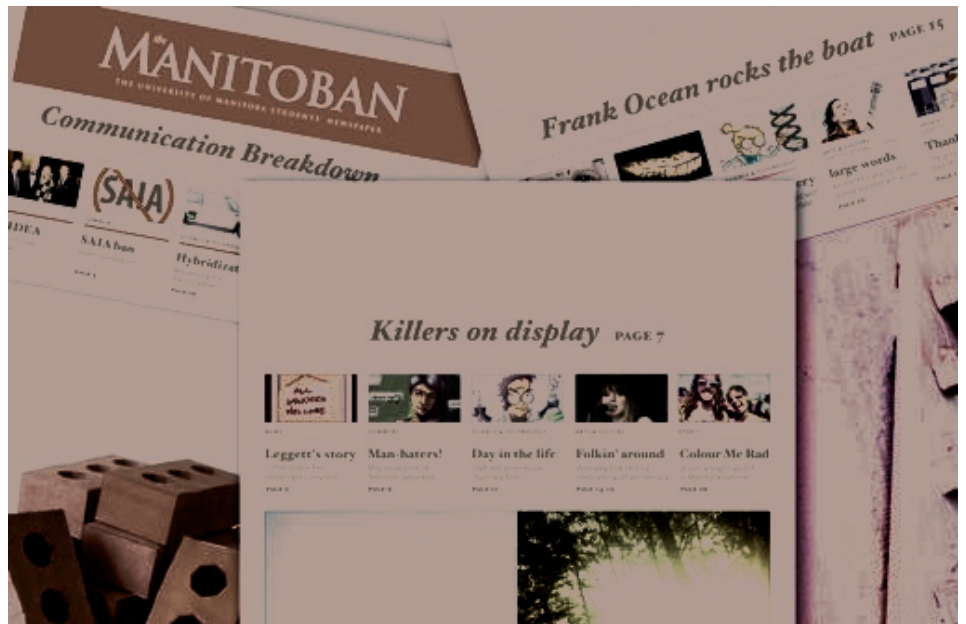
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the **MANITOBBAN**
—THE OFFICIAL UNIVERSITY OF MANITOBA STUDENTS' NEWSPAPER

the MANITOBBAN

THE OFFICIAL UNIVERSITY OF MANITOBA STUDENTS' NEWSPAPER



ABOUT Us

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

CIRCULATION

The Manitoban circulates 5,000 copies to over 100 locations across the University of Manitoba and the Winnipeg area. In addition, our issues are hosted online where they each receive an average of 4,500 views.

REACH

The Manitoban is circulated to the largest student population in the province, and is one of the top 10 largest student newspapers in Canada.

COMPETITIVE

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

VALUE

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

RESPECT

The Manitoban has a long-standing legacy of publishing, **entering our 100th year of publishing** and winning awards for our publication.

CLIENT ORIENTATION

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!

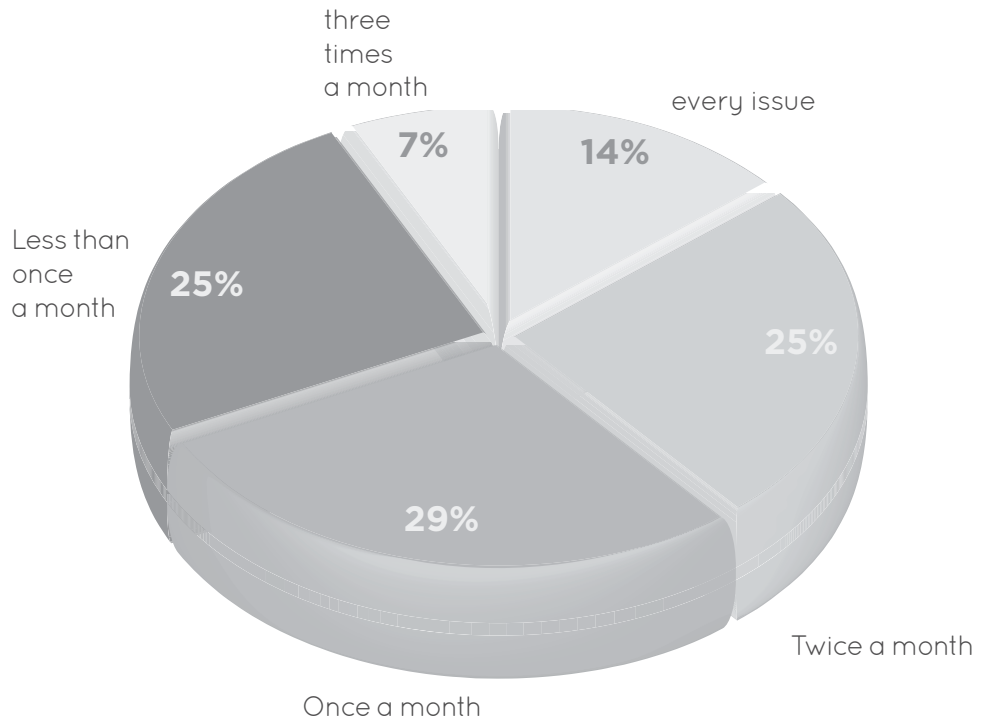
Number of Enrolled Students: Over 27,000

Number of Staff on Campus: Over 5,000

How often do students read the paper

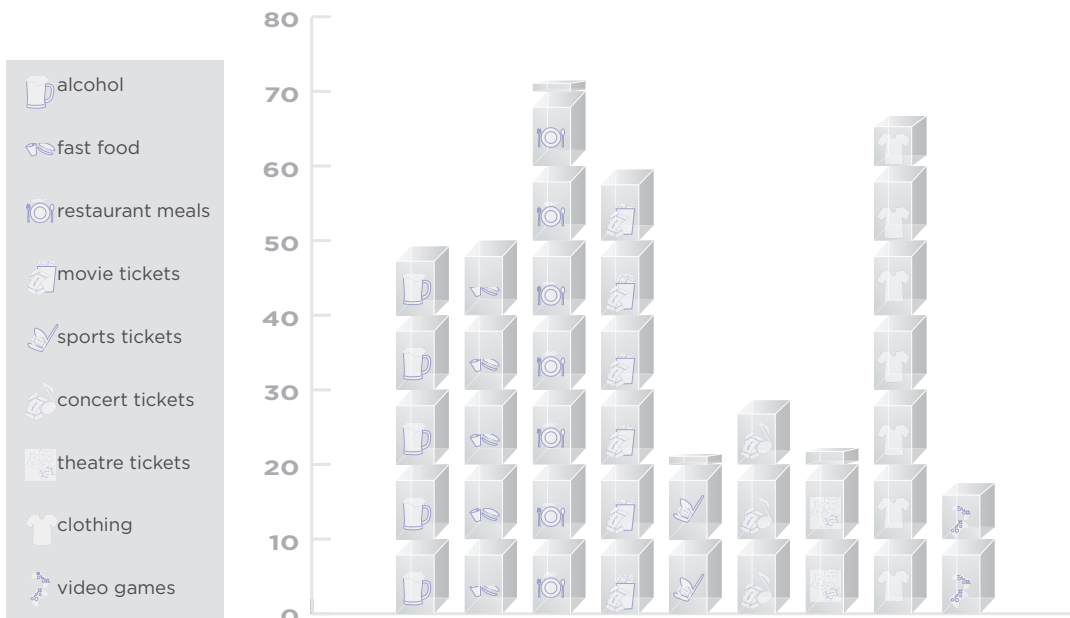
According to a survey of U of M students and staff, 75% of respondents say that they read the Manitoban at least once a month.

There are 10,000 copies of the paper distributed and these are read and re-read by students, staff and other individuals. They are taken home, shared, left on benches and tables and read repeatedly.



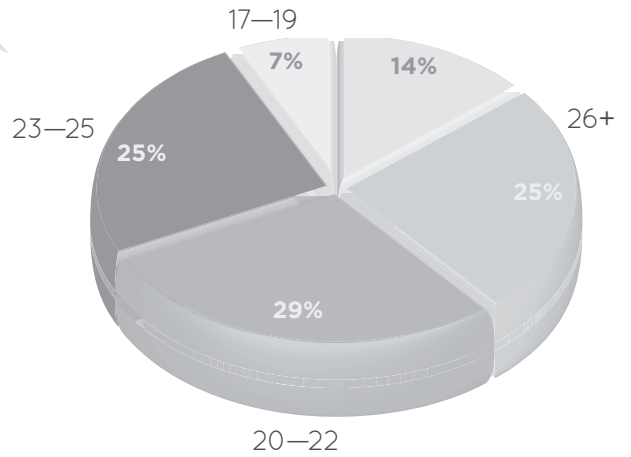
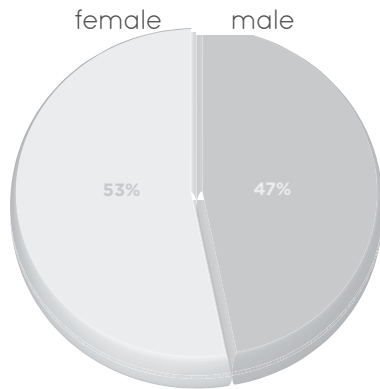
When asked what they intended to purchase within the next month, 96% of respondents answered that they have plans to make discretionary purchases within the next month.

The interests of our readers vary widely. The good news is that, no matter your business, there are good odds that it will appeal to a number of our readers.



Our readers are almost evenly divided between male and female. They are also mostly young adults, with 64% of readers between the ages of 17 and 25. Most of our readers are young students. They are the future consumers and will make purchasing decisions now that they will keep for the rest of their lives.

Who are our readers?



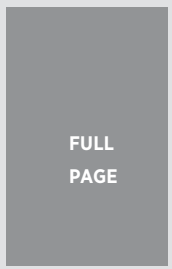
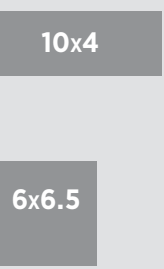
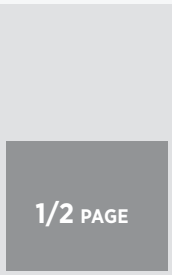



A large number of respondents also said that they intend to make a major purchase within the next year. Many of our readers are moving into their first homes or apartments in the near future. They need to find the home and furnish it. They likely have little experience doing either of these two tasks. You can provide a valuable service to these readers by advertising your products.

- automobile
- sporting equipment
- apartment
- furniture
- major electronics
- mobile electronics
- jewellery
- appliances



All information included in this page is based off of information received from a 100-person study conducted by the Manitoban. While every effort was made to ensure that the results of this survey are accurate and unbiased, no one employed at the Manitoban is professionally trained in conducting surveys. Therefore information contained within this page should be treated as anecdotal.

PRINT RATES

<p>FULL PAGE</p> <p>WIDTH BY HEIGHT 10x16"</p> <p>\$1050 Full Colour</p> 	<p>1/4 PAGE</p> <p>WIDTH BY HEIGHT STANDARD—6x6.5" LARGE BANNER—10x4"</p> <p>\$265 B&W \$390 Colour</p> 
<p>1/2 PAGE</p> <p>WIDTH BY HEIGHT 10x8"</p> <p>\$610 Full Colour</p> 	<p>1/8 PAGE</p> <p>WIDTH BY HEIGHT STANDARD—4x5" SMALL BANNER—10x2"</p> <p>\$130 B&W \$200 Colour</p> 
<p>LARGE STRIP</p> <p>WIDTH BY HEIGHT 4x16"</p> <p>\$440 B&W \$570 Colour</p> 	<p>WALLET SIZED 4x3" WIDTH BY HEIGHT \$80 B&W \$130 Colour</p> <p>JOB POSTING 3x4" WIDTH BY HEIGHT PRINT & ONLINE B&W \$90</p> 

PACKAGES

<p>SPONSORSHIP PACKAGE</p> <p>Full page ad in the paper + website leaderboard and big box (3,000 hits each), and three contests for which ads will be put up around the university featuring you as the contest sponsor (you provide the prizes)</p> <p>\$1,500</p>	<p>EXECUTIVE</p> <p>1/4 page ad (B&W) + website big box (5,000 views)</p> <p>\$300</p>
<p>SPECIAL PLACEMENT</p> <p>\$40 for Special Pages placement (page 3, 4, or 5) \$20 for Specific Placement (e.g. back cover, right hand page, or independent of other advertisements)</p>	<p>VIP</p> <p>1/8 page ad (B&W) + website big box (3,000 views)</p> <p>\$150</p>
<p>VOLUME DISCOUNTS Discounts are available for large volume orders — please inquire for more information.</p>	

ALL SIZES ARE WIDTH BY HEIGHT.

the **MANITOBA** NEWS
THE OFFICIAL UNIVERSITY OF MANITOBA STUDENTS' NEWSPAPER

WEB PRODUCTS

In recent years our website, themanitoban.com, has become an integral part of our newspaper.

Our website has seen a 65% increase in visitors over the past two publishing years.

Our website provides the perfect supplement to our paper. It includes exclusive content, including multimedia, breaking news and extended articles.

In May of 2013 we completed a complete redesign of our website, featuring an attractive and user-friendly new homepage and article pages. The new site is designed to draw readers in and keep them engaged for longer periods by suggesting related content.

Our website receives roughly 18,000

pageviews every month.

Visit themanitoban.com.

ONLINE ISSUES

Since November 2012, we have been hosting downloadable PDF copies of the Manitoban through Issuu, which is prominently featured on our website. These PDFs are identical to our paper issues—including advertisements—and can be read online or downloaded for later browsing. We receive an average of 4,500 unique views per online edition. Visit issuu.com/themanitoban.

ADS

LEADERBOARD

728x90 PIXELS

Displayed at the top of all pages

Leader Board Weekly: \$80.00

Leader Board per 1,000 Hits: \$16.00

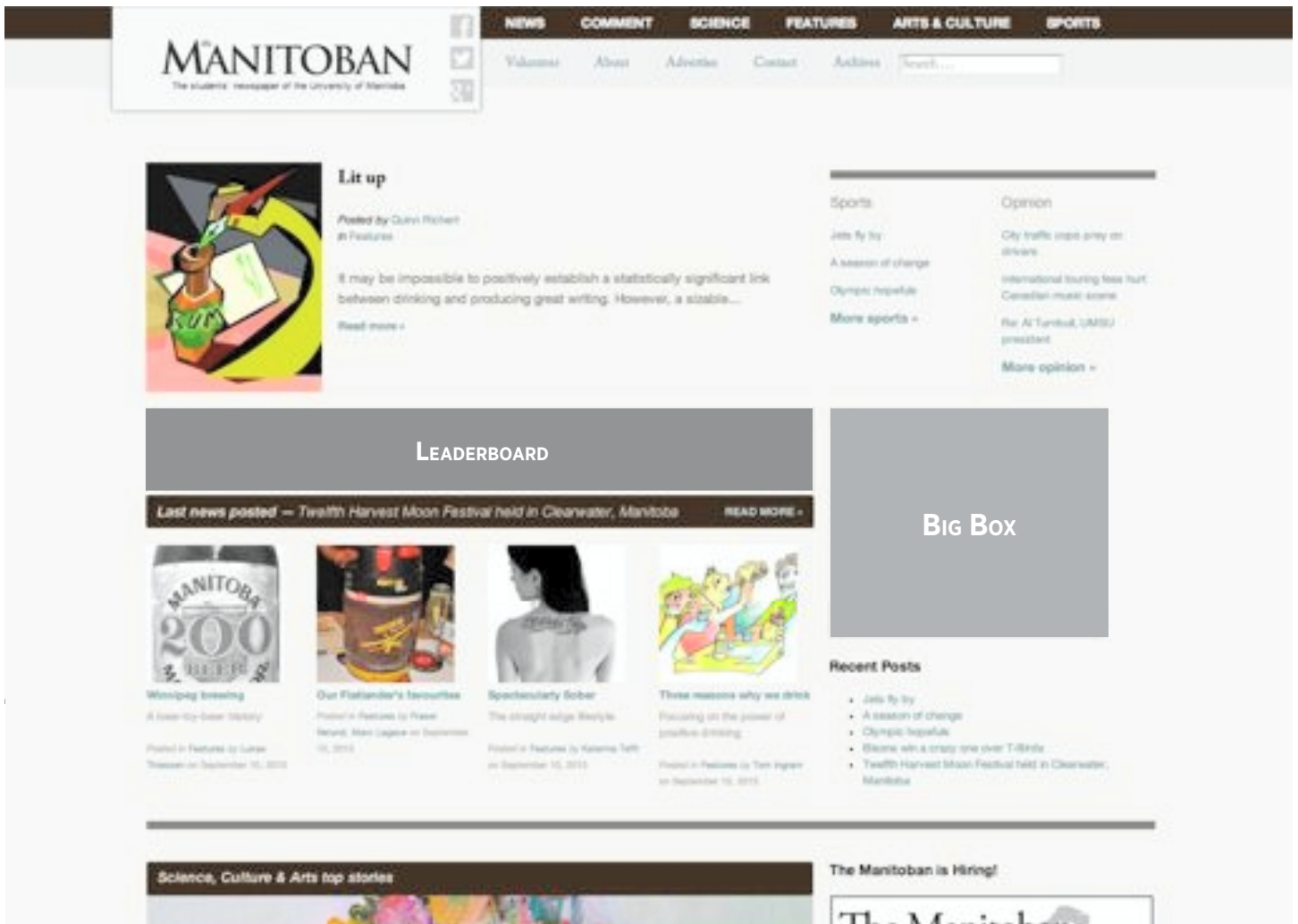
BIG BOX

300x250 PIXELS

Displayed in the right hand column on all pages

Big Box Weekly: \$60.00

Big Box per 1,000 Hits: \$12.00





ADDITIONAL INFORMATION

CUSTOM AD SIZES

If you don't see what you'd like, ask us about a custom sized ad.

CIRCULATION

5,000 weekly (Wednesday)

DISCOUNTS

Student groups, Not-for-Profits, and Charities are eligible for a 15% discount. Large volume discounts are available, please contact us for more information.

DEADLINE

Booking: 4PM the Friday prior to publication

Artwork: 4PM 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.

FORMAT

PDF, TIFF, EPS, AI, JPG, or PSD.
We recommend using 300 dpi.

PAYMENT

Payment is expected to be within the first 30 days. We are able to accept payment by cash, cheque, or money order made out to The Manitoban.

