

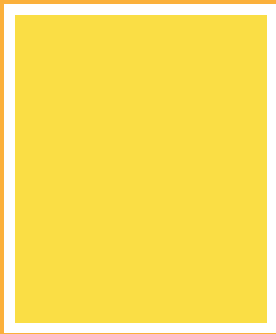
 **RICHARD PLANT**
Ads Co-ordinator
 ads@themanitoban.com

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

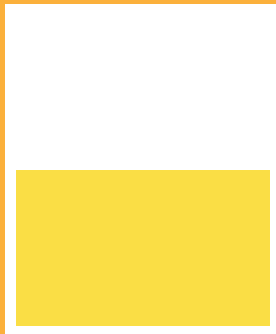
ESTABLISHED IN 1914, THE MANITOBAN IS
THE OFFICIAL STUDENT NEWSPAPER OF THE
UNIVERSITY OF MANITOBA

2022-2023 RATE CARD

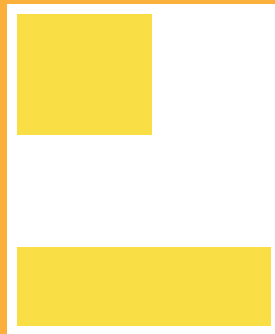
DIMENSIONS: WIDTH BY HEIGHT. **FILE FORMAT:** PDF, TIFF, EPS, AI, JPEG, JPG or PSD at 300 DPI.



FULL PAGE
10x16"
\$1,100 Full Colour
\$1,000 B&W
\$1,300 Back Page
(colour only)



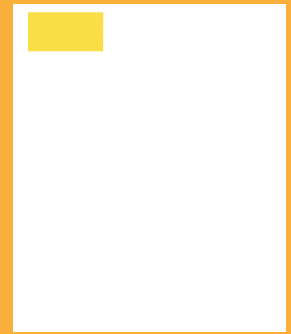
1/2 PAGE
10x8"
\$600 Full Colour
\$550 B&W



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



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



BUSINESS CARD
3.5x2"
\$40 B&W
U of M, university faculty, staff,
academic units: \$20
Student groups: complimentary

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

2022-2023 PUBLISHING SCHEDULE

SEP: 7, 14, 21, 28	JAN: 11, 18, 25
OCT: 5, 12, 19, 26	FEB: 1, 8, 15
NOV: 2, 16, 23, 30	MAR: 1, 8, 15, 22, 29
DEC: 7	APR: 5, 12

Please contact us for more information
regarding formatting and placement

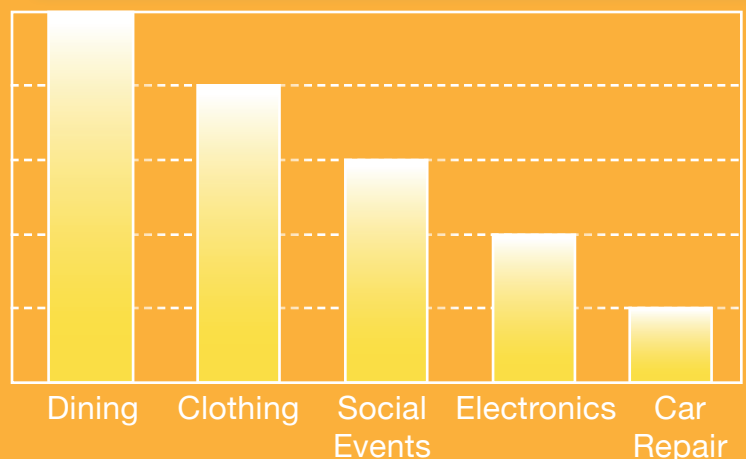
BASED ON A RECENT SURVEY OF OUR READERSHIP, OUR READERS ARE:

+ 57% female, + 50% undergraduate
+ 40% male + 40% graduate
+ 3% non-binary/other + 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:

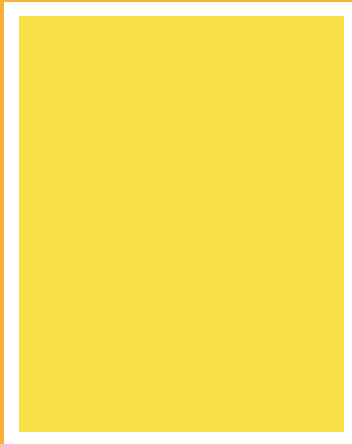


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WEBSITE ADVERTISING



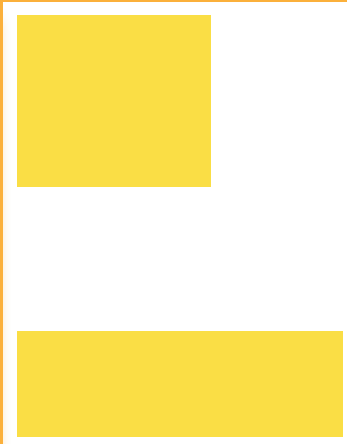
PREMIUM

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

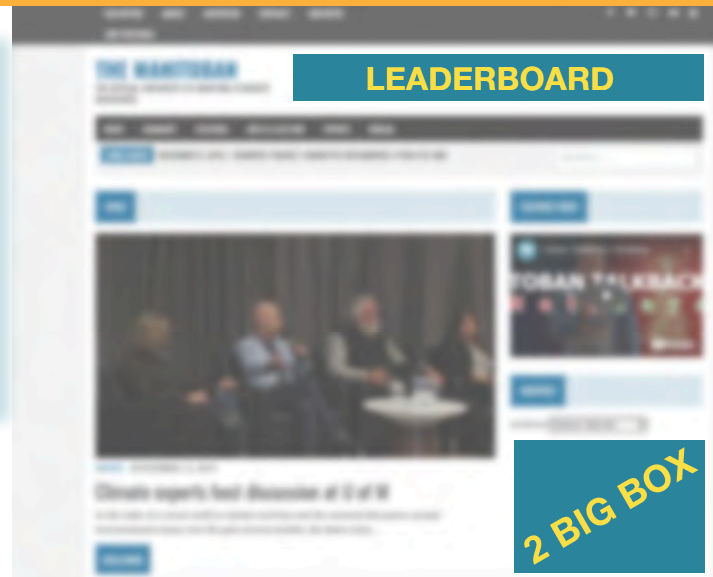
\$18 CPM
COST PER MILLE



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 used for images
or video