



DIEGO CASTRO

Ads Co-ordinator



ads@themanitoban.com

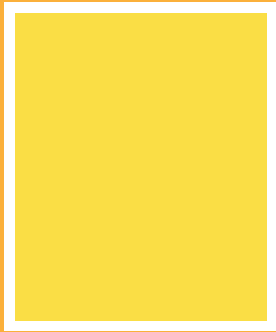


109 Helen Glass Building
University of Manitoba
Winnipeg, MB
R3T 2N2

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

2023-2024 RATE CARD

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



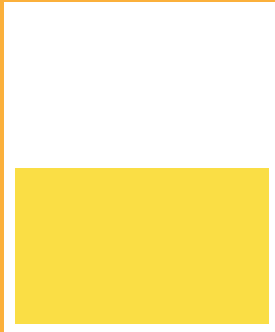
FULL PAGE

10x16"

\$1,100 Full Colour

\$1,000 B&W

\$1,300 Back Page
(colour only)

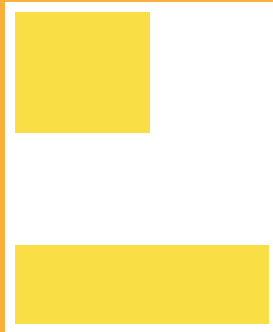


1/2 PAGE

10x8"

\$600 Full Colour

\$550 B&W



1/4 PAGE

Standard: 6x6.5"

Banner: 10x4"

\$350 Full Colour

\$250 B&W



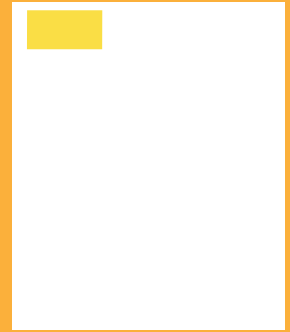
1/8 PAGE

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

2023-2024 PUBLISHING SCHEDULE

JUL: 28

AUG: 23

SEP: 6, 13, 20, 27

OCT: 4, 11, 18, 25

NOV: 1, 8, 22, 29

DEC: 6,

JAN: 10, 17, 24, 31

FEB: 7, 14, 28

MARCH: 6, 13, 20, 27

APRIL: 3, 10

Please contact us for more information
regarding formatting and placement

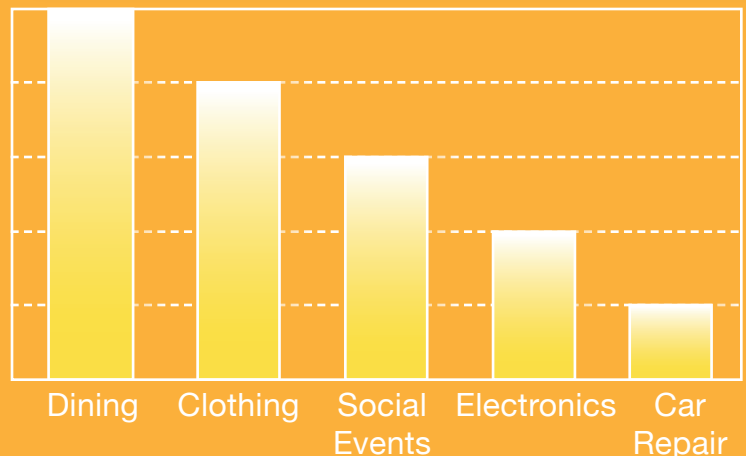
BASED ON A RECENT SURVEY OF OUR READERSHIP, OUR READERS ARE:

- + 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



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

THE MANITOBAN
OFFICIAL UNIVERSITY OF MANITOBA STUDENTS' NEWSPAPER

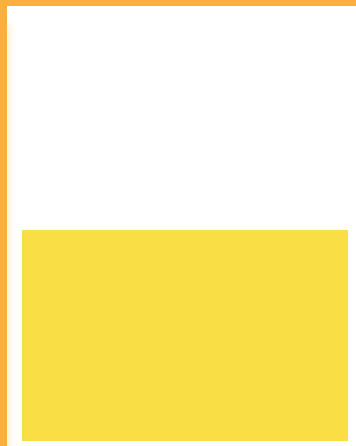
ESTABLISHED IN 1914, THE MANITOBAN IS
THE OFFICIAL STUDENT NEWSPAPER OF THE
UNIVERSITY OF MANITOBA

WEBSITE ADVERTISING



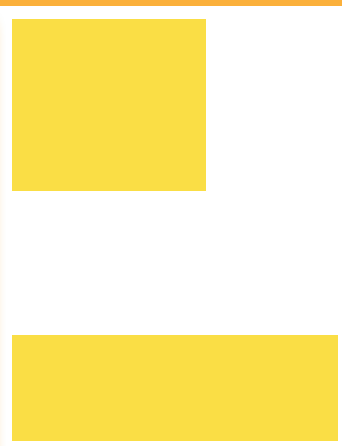
PREMIUM

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

30,000 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