

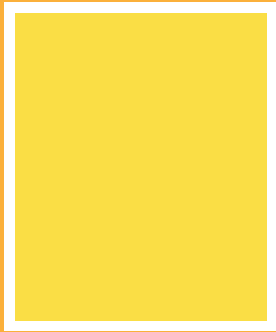
 **Joshua Herold**  
Business Support Manager  
 ads@themanitoban.com

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

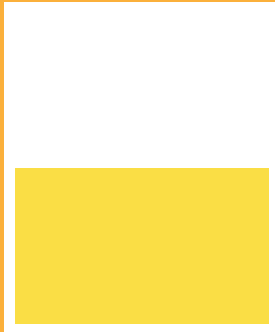
ESTABLISHED IN 1914, THE MANITOBAN IS  
THE OFFICIAL STUDENT NEWSPAPER OF THE  
UNIVERSITY OF MANITOBA

## 2024-2025 RATE CARD

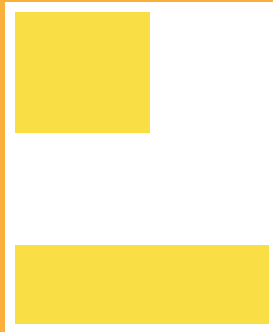
**DIMENSIONS:** WIDTH BY HEIGHT. **FILE FORMAT:** PDF, TIFF, EPS, AI, JPEG, JPG or PSD at 300 DPI.



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



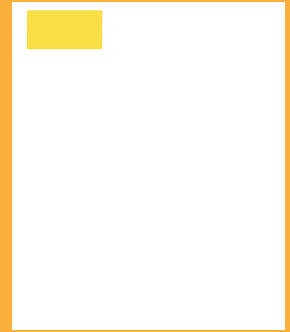
**1/2 PAGE**  
10x8"  
\$600 Full Colour  
\$550 B&W



**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

<b>JUL:</b> 17	<b>DEC:</b> 4
<b>AUG:</b> 21	<b>JAN:</b> 15, 22, 29
<b>SEP:</b> 4, 11, 18, 25	<b>FEB:</b> 5, 12, 26
<b>OCT:</b> 2, 9, 16, 23	<b>MARCH:</b> 5, 12, 19, 26
<b>NOV:</b> 6, 20, 27	<b>APRIL:</b> 2, 9

Please contact us for more information  
regarding formatting and placement

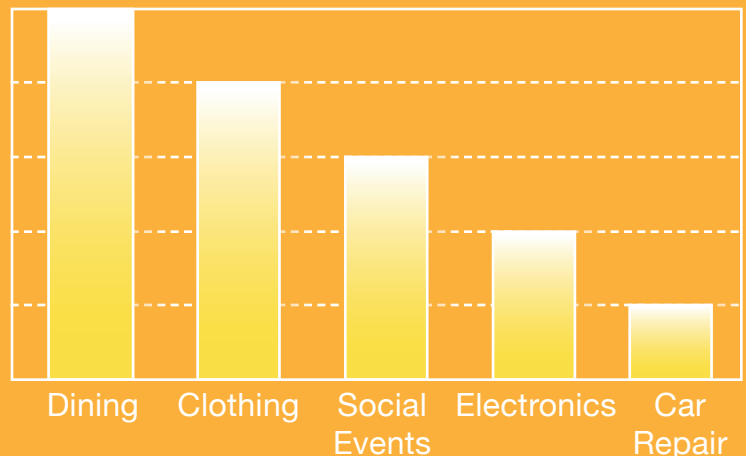
### BASED ON A RECENT SURVEY OF OUR READERSHIP, OUR READERS ARE:

+ 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



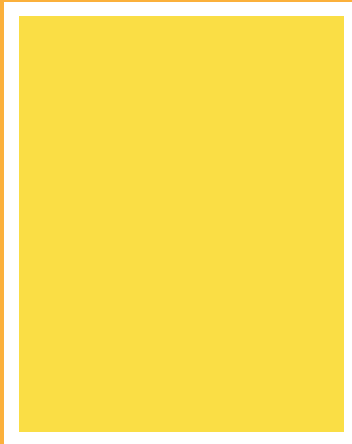
**Joshua Herold**



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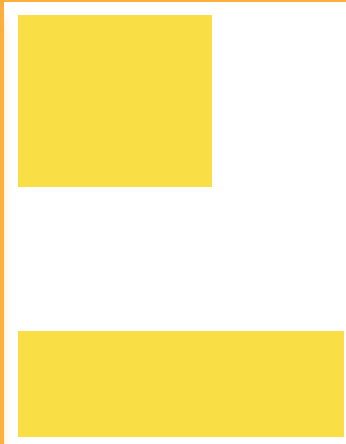
### PREMIUM

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 INFORMATION REGARDING FORMATTING

## PRICING

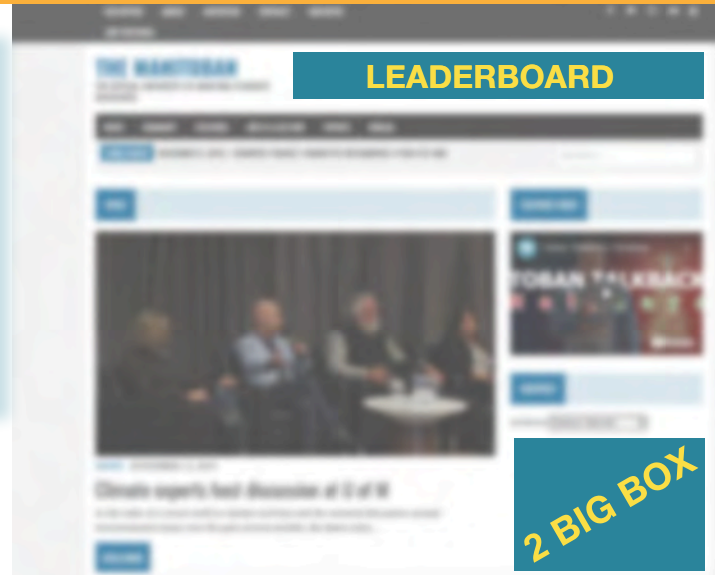
**\$18 CPM**  
COST PER MILLE



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

**270,000** UNIQUE VISITORS PER YEAR

**42,000** NEW MONTHLY VISITORS

**67,000** 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