

Looking for an easy  
and affordable way  
to reach your target  
audience?



## AdCanada Media Network Ad Program

**One call. One bill. One easy solution.**

The AdCanada Media Display Ad Network program allows advertisers to keep a low budget and receive a strong ROI while advertising in participating newspapers across Manitoba and Saskatchewan.

**Print advertising works. Let us help you get noticed.**

adcanadamedia.ca  
info@adcanadamedia.ca  
1.877.701.4704



# AdCanada Media Network Ad Program

## Placement Costs

Save over 40% on your advertising costs by taking advantage of AdCanada Media's Display Network Programs.

\* Terms and conditions apply - see attached terms and Condition document for details.

	2x2 Business Card	2x4 Stacked Business Card	1/4 Page
Saskatchewan	\$1,648 B&W	\$3,135 B&W	B&W - \$9,995 FC - \$14,369
Manitoba	\$1,375 B&W	\$2,790 B&W	B&W - \$6,660 FC - \$9,380

Individual geographic zones can be purchased starting at \$273 per zone. See participating publication list on page 5 & 6 for further information!

## Network Reach

Advertise in over 75 local community newspapers, with a circulation of over 300,000, in Manitoba and Saskatchewan.

Needing to reach communities in Alberta as well? Ask us for information on the 1/4 page Network Alberta program!

## Reach over 670,000 households per week!

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# AdCanada Media Network Ad Program

## Terms and Conditions

**AdCanada Media is able to offer these highly discounted advertising opportunities subject to the following:**

- Bookings and material must be received by Friday two weeks prior to publication
- One Network insertion per client per week.
- Network pricing is listed in black and white. Colour available upon request and submit to additional charges.
- Rates, circulations and participating newspapers are subject to change without notice
- Ads run 1x per week in each participating title.
- All network ads are ROP position - guaranteed placement is not available.
- Network placements run ad described with no modifications to size, content or publications.
- Tearsheets are not provided for Network campaigns. Full order checks are performed by AdCanada at the completion of each campaign and AdCanada guarantees placement in at least 90% of publications. If required, tearsheets are available for an additional cost of \$500 per order.
- Network placements cannot be used in combination with other programs or opportunities.
- To qualify for Network placement opportunities, advertisers must meet specific eligibility requirements. Network placements are subject to availability and limited to one campaign per week with advertisers limited to four 2x2 & 2x4 Network campaigns per year.
- Prices are in net and no further discounts may be applied (ex. Agency discounts)

**Call us to book today!**

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# Material Specifications

Sizes shown will be used to best manage the many column widths used by the individual newspapers. Material may be edited slightly to fit certain newspaper specs

## **2x2 Business Card - Classic 2 column x 2 inch newspaper size**

- 4.046" x 1.944" (to fit Post Media titles)
- 3" x 2" (to fit newspapers with column widths of 3" and 3.18")
- 3.25" x 2" (to fit newspapers with column widths of 3.25" and 3.3")
- 3.712" x 2" (to fit newspapers with column widths from 3.7" to 4")

## **2x4 Stacked Business Card - Classic 2 column x 4 inch newspaper size**

- 4.046" x 4" (to fit Post Media titles)
- 3" x 4" (to fit newspapers with column widths of 3" and 3.18")
- 3.25" x 4" (to fit newspapers with column widths of 3.25" and 3.3")
- 3.712" x 4" (to fit newspapers with column widths from 3.7" to 4")

**1/4 Page - Classic quarter page in most papers - standardized for consistency, will appear smaller or larger than an actual quarter page in some publications.**

- 4.046" x 5.071"
- 5" x 5.714"
- 4.875" x 7.14"
- 6" x 7.14" (SK Only)
- 4.875" x 10" (SK Only)
- 5.6" x 10.714" (MB Only)

Note: Design services when requested or if required to correct sizing issues will be charged at a rate of \$30 per hour.

# Participating Newspapers - Saskatchewan

## **NORTHEAST**

Canora Courier  
Creighton/Flin Flon The Reminder  
Foam Lake Review  
Hudson Bay Junction Review  
Ituna News  
Kamsack Times  
Melfort/Nipawin Journal  
Preeceville Progress  
Wadena News  
Wynayrd Advance Gazette  
Yorkton This Week

## **SOUTHEAST**

Carlyle Observer  
Estevan Mercury  
Fort Qu'Appelle Times  
Indian Head-Wolseley News  
Kipling Clipper  
Langenburg Four-Town Journal  
Melville Advance  
Moosomin World-Spectator  
Vibank Quad Town Forum  
Weyburn Review  
Weyburn This Week  
Whitewood/Grenfell Herald Sun

## **NORTHWEST**

Battlefords Regional News-Optimist  
Lloydminster Meridian Source  
Martensville Messenger  
Meadow Lake Northern Pride  
Prince Albert Daily Herald Rural Roots  
Shellbrook/Spiritwood Chronicle Herald  
Unity-Wilkie Press-Herald  
Wakaw Recorder  
Warman Clark's Crossing Gazette

## **SOUTHWEST**

Assiniboia Times  
Biggar Independent  
Davidson Leader  
Gravelbourg Tribune  
Herbert Herald  
Kindersley, Your West Central Voice  
Kerrobert Chronicle  
Kyle Times  
Lanigan Advisor  
Maple Creek & Southwest Advance Times  
Maple Creek News  
Moose Jaw Express  
Outlook (The)  
Rosetown Eagle  
Shaunavon Standard  
Strasbourg/Lumsden Last Mountain Times  
Prairie Post (Regional: SE Sask and Southern AB)  
Swift Current Southwest Booster  
Watrous Manitou

# Participating Newspapers - Manitoba

## **EASTMAN**

Altona South Central Post  
Beausejour/Lac du Bonnet Clipper  
Carman Dufferin Standard  
Gimli Express Weekly News  
Manitou Western Canadian  
Portage Graphic Leader  
Selkirk Record  
Steinbach - The Carillon  
Stonewall Teulon Tribune  
Treherne Times  
Winkler Morden Voice

## **WESTMAN**

Boissevain Recorder  
Brandon Westman This Week  
Baldur/Glenboro Gazette  
Dauphin Herald  
Erickson South Mountain Press  
Flin Flon/Creighton The Reminder  
Killarney Guide  
Minnedosa Tribune  
Neepawa Banner and Press  
Pilot Mount Sentinel Courier  
Rivers Banner Gazette Reporter  
Roblin Review  
Russell Banner  
Shoal Lake Crossroads This Week  
Swan Valley (River) Star & Times  
The Pas Opasquia Times  
Thompson Citizen  
Virden Empire-Advance

# Pricing

Zone	2x2	2x4	1/4 Page
Saskatchewan - Province Wide	\$1,648	\$3,135	Full colour - \$14,369 B&W - \$9,995
Northwest	\$398	\$761	N/A
Southwest	\$510	\$967	N/A
Northeast	\$441	\$840	N/A
Southeast	\$400	\$761	N/A
Manitoba - Province Wide	\$1,375	\$2,790	Full colour - \$9,380 B&W - \$6,660
Eastman	\$745	\$1,565	N/A
Westman	\$608	\$1,380	N/A

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