

2026 Media Kit



NEEPAWA **Banner & Press**

423 Mountain Ave.

Box 699, Neepawa, MB. R0J 1H0

Display ads: ads@neepawabanner.com

Classified word ads: print@neepawabanner.com

News articles: news@neepawabanner.com

www.neepawabanner.com



RIVERS **BANNER**

529 Second Ave

Box 70, Rivers, MB. R0K 1X0

Ads & News articles:

info@riversbanner.com

www.riversbanner.com



Empire- Advance

305 Nelson Street West

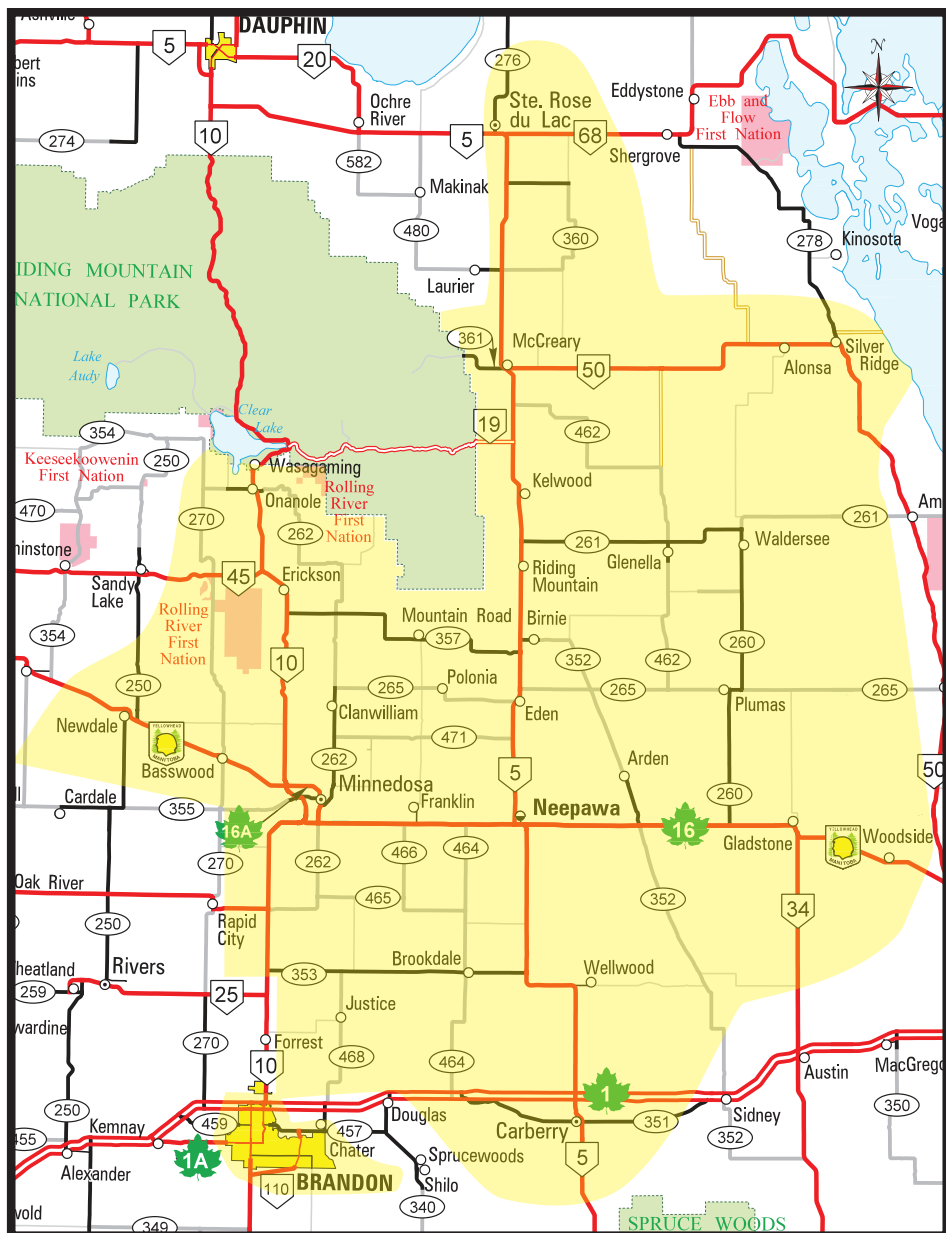
Box 250, Virden, MB R0M 2C0

Ads & News articles:

virdenempireadvance@outlook.com

www.empireadvance.ca

NEEPAWA & Banner Press



NEEPAWA **Banner & Press**

The Neepawa Banner & Press
serves the communities of:

Neepawa
Minnedosa
Carberry
Gladstone
Erickson
McCreary
Onanole
Plumas
Polonia

Eden
Arden
Glenella
Alonsa
Brookdale
Riding Mountain
Newdale
Kelwood
Austin

Birnie
Wellwood
Clanwilliam
Franklin
Mountain Road
Waldersee
Woodside
Justice
Ste. Rose

Silver Ridge
Southquill (Rolling River)
Basswood
Laurier
Amaranth
Brandon

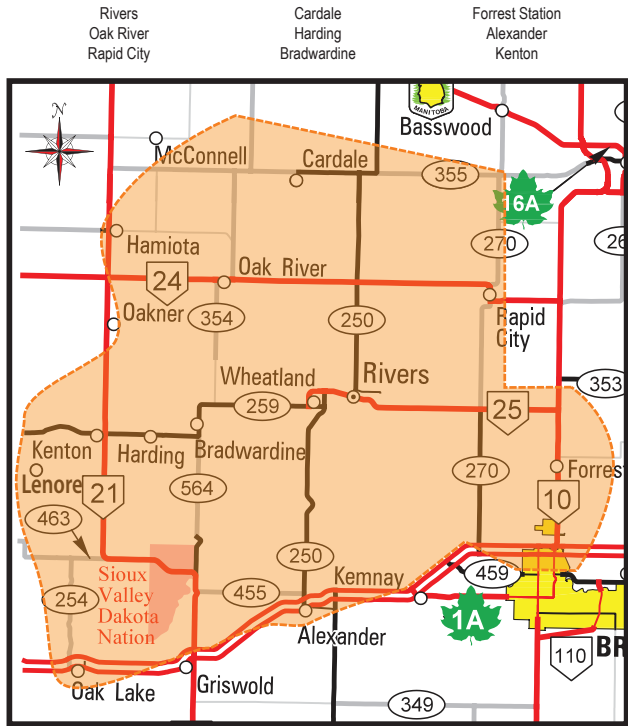
**Banner
& Press**
NEEPAWA

CIRCULATION LIST

Town	Total distribution
Neepawa	2,795 (includes Eden & Polonia)
McCreary	290
Glenella	85
Arden	30
Riding Mountain	60
Kelwood	100
Brookdale	20
Birnie	25
Carberry	470
Franklin	20
Mountain Road	30
Gladstone	570
Plumas	165
Alonsa	60
Minnedosa	510
Erickson	145
Onanole	45
Wasagaming	70 (seasonal)
Westbourne	25
Waldersee	12
Laurier	60
Ste. Rose	290
Silver Ridge	30
Brandon	890
Total circulation in Trade Area	6,797
Subscriptions	78
Online Subscriptions	4,637
Neepawa Banner	Total circulation
	11,442

RIVERS BANNER

The Rivers Banner
serves the communities of:



RIVERS
BANNER

CIRCULATION LIST

Town		Total distribution
Rivers		445
Rapid City		154
Oak River		53
Forrest Station		35
Sioux Valley		40
Brandon		890
Alexander RR1		20
Kenton		65
Oak Lake		53
Hamiota		210
Lenore		30
Virden		35
Total circulation in Canada Post in Trade Area		2,050
Subscriptions & Online Readers		4,663
Rivers Banner	Total circulation	6,713

Empire-Advance

The Virden Empire-Advance serves the communities of:

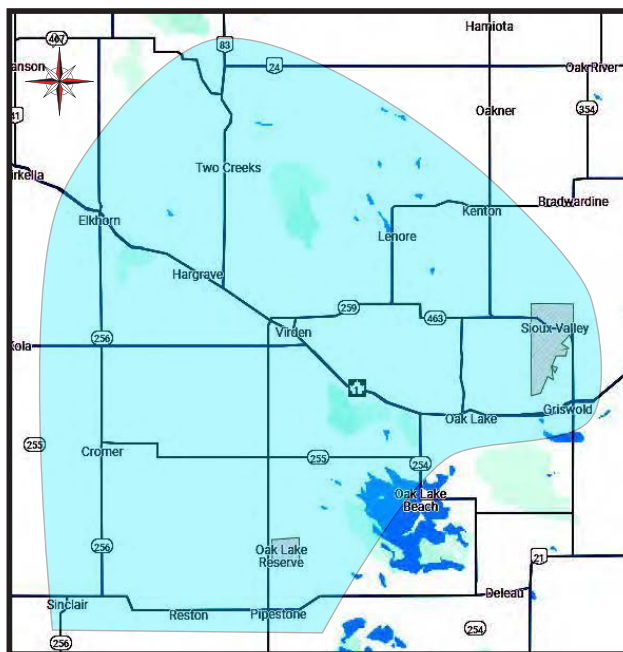
Virden
Elkhorn
Reston

Oak Lake
Lenore
Miniota

Kola
Cromer
Sinclair

Sioux Valley
Kenton
Brandon

Pipestone
Alexander



Town	Total distribution
Virden	1,110
Elkhorn	90
Reston	145
Oak Lake	53
Lenore	30
Miniota	30
Kola/Cromer	25
Hamiota	210
Sioux Valley	40
Kenton	65
Brandon	890
Pipestone	15
Alexander	20
Oak River	53
Total circulation in Trade Area	2,860
Subscriptions & Online Readers	4,746
Empire-Advance	Total circulation
	7,606

Mechanical Specifications for ads

Number of Columns: 6 (Tabloid paper) *Note: Classified pages 8 column Tabloid*

Regular (6 columns)	Classified (8 columns)
1 column.....1~9/16" (9.5 picas)	1 column.....1~1/4" (7.5picas)
2 column.....3~5/16" (20 picas)	2 column.....2~3/8" (14.5picas)
3 column.....5~1/16" (30.5 picas)	3 column.....3~3/4" (22.9 picas)
4 column.....6~3/4" (41 picas)	4 column.....5~1/16" (30.7 picas)
5 column.....8~9/16" (51.5 picas)	5 column.....6~5/16" (38 picas)
6 column.....10~1/4" (62 picas)	6 column.....7~11/16" (46.5 picas)
	7 column.....8~13/16" (53.8 picas)
	8 column.....10~1/4" (62 picas)

Column depth: 14~1/4" (196 lines)

Column Spacing: 1/6" (1 pica)

Printed Page: 10~1/4" x 14~1/4" (1,176 lines)

Software Used: InDesign, Photoshop, Illustrator and Adobe Acrobat

Ad Content Requirements:

Photos - 300 dpi (min. resolution for best quality)	Clipart - 150 dpi (min. resolution for best quality)
- tif format (jpg lesser quality)	- jpg or tif format
- full colour CMYK	- full colour CMYK

Electronic ads (on CD or 5 MB maximum size for e-mailing):

- Ad Size - set to fit one of above column widths
- Colour ads - PDF, EPS or Photoshop in CMYK
- B&W ads - PDF, EPS or Photoshop

Note: If not able to provide electronic ad in acceptable documents, send the sample layout along with the original photos and clipart, plus the selected fonts, to enable the production department to build the ad to match your sample layout.

	Neepawa Banner & Press	Rivers Banner	Virden Empire- Advance
full page	\$1,119.26	\$632.62	\$632.62
1/2 page	\$624.32	\$347.60	\$347.60
1/4 page	\$375.40	\$189.44	\$189.44
1/8 page	\$222.33	\$101.35	\$101.35
Double Business Card	\$169.39	\$97.06	\$97.06
Business Card	\$84.70	\$48.53	\$48.53
Minimum (1/2 Business Card)	\$42.35	\$33.35	\$33.35
Front page ear (Business Card)	\$139.00	\$100.94	\$100.94
Front page Banner (2" deep)	\$336.00	\$221.45	\$221.45
Front page Banner (3" deep)	\$482.00	\$326.71	\$326.71
National line rate	\$1.17	\$0.83	\$0.83

Regular Section Promo's & Pricing

Does not apply to Special Section pricing

Book 2 papers & get a 10% discount

Book 3 papers & get a 20% discount

Prebooking Discount Program

5 - 7 ads.....5% | 8 - 12 ads.....8% | 13 -19 ads.....13% | 20+ ads.....20%

- Discounts only apply on ads prebooked within a one year period.

- Cancellation prior to meeting above will result in a surcharge in the amount of the discount previously applied to each consecutive ad.

Colour Rates

Colour available on limited pages.

Full page \$100. ⁰⁰	1/2 page \$75. ⁰⁰	1/4 page \$50. ⁰⁰	1/8 page \$30. ⁰⁰	<1/8 page \$20. ⁰⁰
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published weekly – Friday edition

Ad Booking & Copy Deadlines

Neepawa Banner & Press: Tuesday 12 noon

Rivers Banner: Monday 12 noon

Empire-Advance: Tuesday 12 noon

	Neepawa Banner & Press	Rivers Banner	Virden Empire- Advance
CLASSIFIED DISPLAY ADS			
Obituaries, Births, Birthdays, Graduations, Engagements, Thank You, In Memory, Family Reunions, Weddings (with photo)			
1 col up to 4" deep.	61. ⁰⁰ REG. \$84.70	\$39. ⁰⁰ REG. \$48.53	\$39. ⁰⁰ REG. \$48.53
Each additional inch	\$21. ⁰⁰	\$14. ⁰⁰	\$14. ⁰⁰
2 col up to 4" deep	\$102. ⁰⁰ REG. \$169.39	\$63. ⁰⁰ REG. \$97.06	\$63. ⁰⁰ REG. \$97.06
Each additional inch	\$44. ⁰⁰	\$26. ⁰⁰	\$26. ⁰⁰
Classified Word Ads			
<i>Rate varies by length of wording in ad. Please provide ad content for a price quote.</i>			
SUBSCRIPTIONS			
One Year - Printed			
Within Manitoba	\$61. ³⁸	\$52. ⁰³	\$52. ⁰³
Outside Manitoba	\$60. ⁹⁰	\$59. ⁰⁸	\$59. ⁰⁸
US Snowbird	\$3. ⁸⁴ /week	\$3. ⁸⁴ /week	\$3. ⁸⁴ /week
Online - e-mailed pdf			
One Year	\$36. ⁰⁰	\$36. ⁰⁰	\$36. ⁰⁰
Six Month	\$26. ⁷⁰	\$26. ⁷⁰	\$26. ⁷⁰
Three Month	\$18. ⁵⁰	\$18. ⁵⁰	\$18. ⁵⁰
BUSINESS DIRECTORY			
<i>Prices are per week and when booked for 1 year.</i>			
<i>* online ad available for additional \$5 per week *</i>			
One Size	---	\$30. ⁰⁰	\$30. ⁰⁰
DDIY (DON'T DO IT YOURSELF) DIRECTORY			
<i>Prices are per week and when booked for 1 year.</i>			
<i>* online ad available for additional \$5 per week *</i>			
One Size	---	\$30. ⁰⁰	\$30. ⁰⁰
FLYER INSERTION PRICES			
<i>as of February 1, 2020.</i>			
Up to 30 grams will be \$92/M			
Up to 30 grams for 10 or more insertions per year will be \$87/M			
A weight surcharge will be applied to flyers over 30 grams at the rate of .20 cents per gram. That equates to a weight surcharge of \$20/M on a 40 gram flyer for a price of 11.2 cents per flyer or \$112/M.			