

2025 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

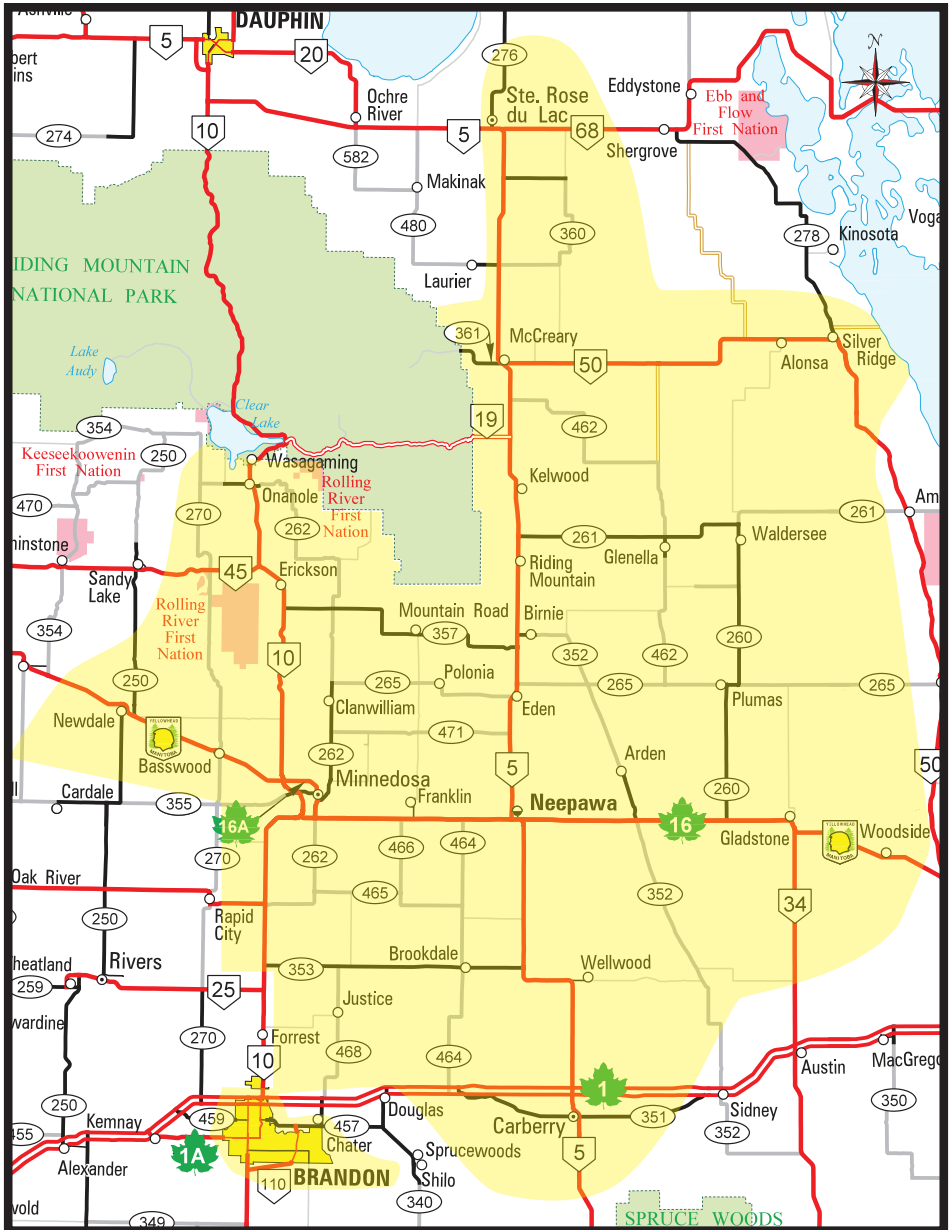
Box 250, Virden, MB R0M 2C0

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

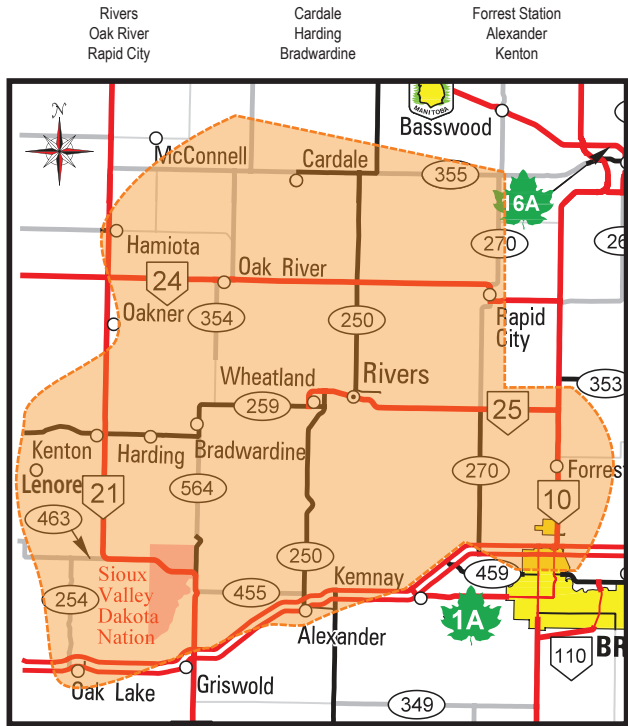
NEEPAWA
Banner
&
Press

CIRCULATION LIST

| Town | Total distribution |
|--|---------------------------------|
| Neepawa | 2,860 (includes Eden & Polonia) |
| McCreary | 260 |
| Glenella | 80 |
| Arden | 35 |
| Riding Mountain | 60 |
| Kelwood | 100 |
| Brookdale & Wellwood | 50 |
| Birnie | 25 |
| Carberry | 450 |
| Franklin | 20 |
| Mountain Road | 30 |
| Gladstone | 545 |
| Plumas | 170 |
| Alonsa | 130 |
| Minnedosa | 600 |
| Erickson | 175 |
| Onanole | 45 |
| Wasagamung | 85 (seasonal) |
| Austin | 20 |
| Westbourne | 25 |
| Waldersee | 12 |
| Laurier | 60 |
| Ste. Rose | 290 |
| Silver Ridge | 60 |
| Sidney | 55 |
| Brandon | 800 |
| Total circulation in Trade Area | 7,042 |
| Subscriptions | 97 |
| Online Subscriptions | 4,637 |
| Neepawa Banner | Total circulation |
| | 11,776 |

RIVERS BANNER

The Rivers Banner
serves the communities of:



RIVERS
BANNER

CIRCULATION LIST

| Town | | Total distribution |
|--|-------------------|--------------------|
| Rivers | | 884 |
| Rapid City | | 150 |
| Oak River | | 75 |
| Forrest Station | | 50 |
| Cardale | | 24 |
| Harding | | 14 |
| Bradwardine | | 10 |
| Brandon | | 860 |
| Alexander RR1 | | 25 |
| Kenton | | 70 |
| Oak Lake | | 25 |
| Hamiota | | 130 |
| Lenore | | 30 |
| Virden | | 50 |
| Total circulation in Canada Post in Trade Area | | 2,407 |
| Subscriptions & Online Readers | | 4,663 |
| Rivers Banner | Total circulation | 7,070 |

Empire-Advance

The Virden Empire-Advance serves the communities of:

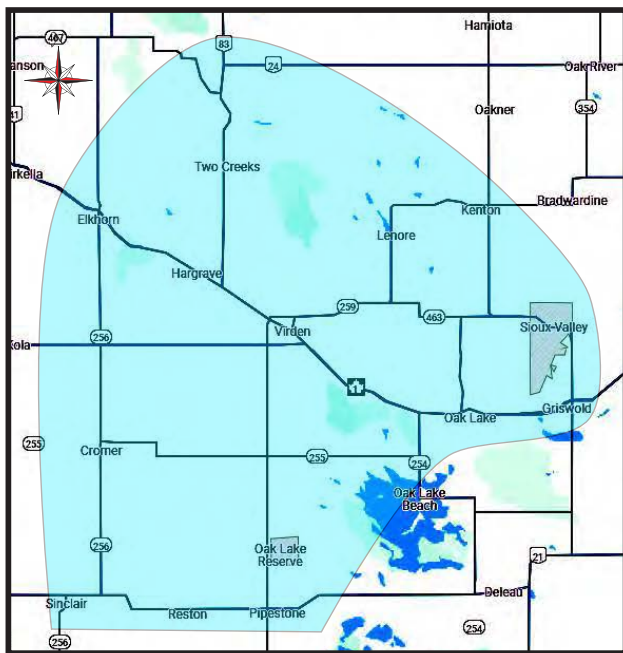
Virden
Elkhorn
Reston

Oak Lake
Lenore
Miniota

Kola
Cromer
Sinclair

Sioux Valley
Kenton
Brandon

Pipestone
Alexander



| Town | Total distribution |
|--|--------------------------|
| Virden | 1,025 |
| Elkhorn | 100 |
| Reston | 165 |
| Oak Lake | 57 |
| Lenore | 30 |
| Miniota | 25 |
| Kola/Cromer | 40 |
| Sinclair | 25 |
| Sioux Valley | 30 |
| Kenton | 75 |
| Brandon | 860 |
| Pipestone | 20 |
| Alexander | 50 |
| Total circulation in Trade Area | 2,502 |
| Subscriptions & Online Readers | 4,746 |
| Empire-Advance | Total circulation |
| | 7,248 |

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 CMY |

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.

18 NEEPAWA BANNER & PRESS

| | |
|--|--|
| <div>Full Page 10.3333" x 14"</div> | <div>1/4 Page 5.0833 " x 6.9167"</div> <div>1/8 Page 3.3333" x 5.25"</div> |
| <div>1/2 Page 10.3333" x 6.9167"</div> | |
| <div>Business Card 3.3333" x 2"</div> | <div>1/4 Page 6.8333" x 5.25"</div> <div>1/8 Page 5.0833 " x 3.4167"</div> |
| <div>Double Business Card 3.3333" x 4"</div> | |

| | 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. | \$59. ⁰⁰ REG. \$82.23 | \$38. ⁰⁰ REG. \$47.11 | \$38. ⁰⁰ REG. \$47.11 |
| Each additional inch | \$21. ⁰⁰ | \$14. ⁰⁰ | \$14. ⁰⁰ |
| 2 col up to 4" deep | \$99. ⁰⁰ REG. \$164.46 | \$61. ⁰⁰ REG. \$94.23 | \$61. ⁰⁰ REG. \$94.23 |
| Each additional inch | \$43. ⁰⁰ | \$25. ⁰⁰ | \$25. 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. * 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. * 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. | | | |

Empire- Advance

NEEPAWA
**Banner
& Press**

RIVERS BANNER

| | Neepawa Banner & Press | Rivers Banner | Virden Empire- Advance |
|--------------------------------|------------------------------|------------------|------------------------------|
| full page | \$1,086.66 | \$614.20 | \$614.20 |
| 1/2 page | \$606.14 | \$337.47 | \$337.47 |
| 1/4 page | \$364.47 | \$183.92 | \$183.92 |
| 1/8 page | \$215.85 | \$98.40 | \$98.40 |
| Double Business Card | \$164.46 | \$94.23 | \$94.23 |
| Business Card | \$82.23 | \$47.11 | \$47.11 |
| Minimum (1/2 Business Card) | \$41.11 | \$32.37 | \$32.37 |
| Front page ear (Business Card) | \$135.00 | \$98.00 | \$98.00 |
| Front page Banner (2" deep) | \$326.00 | \$215.00 | \$215.00 |
| Front page Banner (3" deep) | \$468.00 | \$317.00 | \$317.00 |
| 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 |
|--|--|--|--|--|

published weekly – Friday edition

Ad Booking & Copy Deadlines

Neepawa Banner & Press: Tuesday 12 noon

Rivers Banner: Monday 12 noon

Empire-Advance: Tuesday 12 noon

Special Features

Graduation

| Neepawa Banner & Press | | |
|------------------------|-------|---------|
| | BW | Clr |
| Full Page | \$978 | \$1,065 |
| 1/2 Page | \$545 | \$615 |
| 1/4 Page | \$328 | \$375 |
| 1/8 Page | \$194 | \$220 |
| Double Business Card | \$148 | \$165 |
| Business Card | \$75 | \$92 |

It's Graduation season!

Celebrate the accomplishment of the Kids in your community!

Contact us about this years Graduation issue!



| Rivers Banner | | |
|-------------------|-------|-------|
| | BW | Clr |
| Full Page | \$530 | \$600 |
| 1/2 Page | \$300 | \$350 |
| 1/4 Page | \$150 | \$195 |
| 1/8 Page | \$80 | \$95 |
| Business Card | \$40 | \$50 |
| 1/2 Business Card | \$25 | \$30 |

| Virden Empire-Advance | | |
|-----------------------|-------|-------|
| | BW | Clr |
| Full Page | \$530 | \$600 |
| 1/2 Page | \$300 | \$350 |
| 1/4 Page | \$150 | \$195 |
| 1/8 Page | \$80 | \$95 |
| Business Card | \$40 | \$50 |
| 1/2 Business Card | \$25 | \$30 |

Remembrance Day

Join us in Remembrance and Honouring those who have served past and present.

| Neepawa Banner & Press | |
|--|-------|
| Half Business Card | \$70 |
| Front Page Banner | \$267 |
| * only one spot available on front page | |
| ** All Ads inside are same size and template | |

With every year having new stories and pictures of the brave men and women that fought to keep peace and safety to all.



| Rivers Banner | |
|-------------------|-------|
| Full Page | \$600 |
| 1/2 Page | \$350 |
| 1/4 Page | \$195 |
| 1/8 Page | \$95 |
| Business Card | \$50 |
| 1/2 Business Card | \$30 |

| Virden Empire-Advance | |
|-----------------------|-------|
| Full Page | \$600 |
| 1/2 Page | \$350 |
| 1/4 Page | \$195 |
| 1/8 Page | \$95 |
| Business Card | \$50 |
| 1/2 Business Card | \$30 |



Special Features

Christmas

| Neepawa Banner & Press | |
|------------------------|-----------------|
| Full Page | ask for pricing |
| 1/2 Page | ask for pricing |
| 1/4 Page | \$395 |
| 1/8 Page | \$220 |
| Double Business Card | \$165 |
| Business Card | \$95 |

| Rivers Banner | |
|-------------------|-------|
| Full Page | \$600 |
| 1/2 Page | \$350 |
| 1/4 Page | \$195 |
| 1/8 Page | \$95 |
| Business Card | \$50 |
| 1/2 Business Card | \$30 |

| Virden Empire-Advance | |
|-----------------------|-------|
| Full Page | \$600 |
| 1/2 Page | \$350 |
| 1/4 Page | \$195 |
| 1/8 Page | \$95 |
| Business Card | \$50 |
| 1/2 Business Card | \$30 |

Christmas is the most wonderful time of year!

Place your Christmas message in our amazing Christmas issue for all our readers to see!

Contact us about this years Christmas issue!



Trucking Week

| Neepawa Banner & Press, Rivers Banner & Virden Empire-Advance | |
|---|---------|
| Full Page | \$1,399 |
| 1/2 Page | \$859 |
| 1/4 Page | \$499 |
| 1/8 Page | \$289 |
| Double Business Card | \$229 |
| Business Card | \$119 |

Advertise the first week of September in the Annual Trucking Week Feature!

This special section is inserted into all 3 papers for one price!



Many other special features include:

Hockey Team Rosters (Titans, Farmers & Tigers), Valentines Day, Everything For Your Farm, Cancer Awareness, Home & Garden, Mother's Day, Home Improvement, Father's Day, Canada Day, Clear Lake, Water Safety, Back to School, Fire Safety and many more!

If you would like to be on our contact list for special features, please call us at 204-476-3401

Empire-
Advance

NEEPAWA
**Banner
& Press**

RIVERS
BANNER

FARMERS' ADVOCATE

Advertise in 3 papers for the price of 1!

Full page \$1,399 • Half page \$859

1/4 page \$499 • 1/8 page \$289

Business card \$119

Book 10 issues and get your 10th ad free!

Wide circulation of 9,100 farms, businesses & households

For more information contact us at

ads@neepawabanner.com

sales@neepawabanner.com



We love to feature pictures of local farms. If you have a photo you'd like to share, please send it to us at news@neepawabanner.com