

# SUNMEDIA MANITOBA 2015 MEDIA KIT



## ⇒ PRINT

- The Winnipeg Sun
- Altona Echo
- Carman Valley Leader
- Prairie Farmer
- The Morden Times
- Winkler Times
- Herald Leader
- Portage Daily Graphic
- LOTW Enterprise
- Kenora Daily Miner & News
- Selkirk Journal
- Interlake Spectator
- Stonewall Argus & Teulon Times

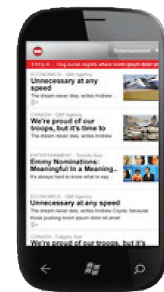


## ⇒ ONLINE



winnipegson.com

## ⇒ MOBILE



**Miner & News**  
MONDAY, AUGUST 25, 2014  
SERVING KENOSA SINCE 1851

**Full circle**

Challenge Cup '14  
Curlers head to Kenosha, Wis. for Kenosha Curling Club's Challenge Cup '14 curling tournament. Page 10

**weather**  
Today: High 14°  
Low 10°  
Tomorrow: Sunny, High 12°  
Low 7°  
Friday: Partly cloudy, High 15°  
Low 12°  
\$1.25 (includes tax)

**YOU PAY WHAT WE PAY**  
It's that simple.

**DINGWALL FORD**  
2014 FORD MUSTANG  
2014 FORD FOCUS  
2014 FORD ESCAPE  
2014 FORD EXPLORER  
2014 FORD TAHOE  
2014 FORD RANGER  
2014 FORD BRONCO  
2014 FORD F150  
2014 FORD SUPER DUTY  
2014 FORD TUNDRA  
2014 FORD SIERRA  
2014 FORD RAM  
2014 FORD CHRYSLER  
2014 FORD JEEP  
2014 FORD DODGE  
2014 FORD SUBARU  
2014 FORD HONDA  
2014 FORD TOYOTA  
2014 FORD NISSAN  
2014 FORD MAZDA  
2014 FORD HYUNDAI  
2014 FORD KIA  
2014 FORD VOLKSWAGEN  
2014 FORD BUICK  
2014 FORD CADILLAC  
2014 FORD LINCOLN  
2014 FORD MERCEDES-BENZ  
2014 FORD JAGUAR  
2014 FORD LAND ROVER  
2014 FORD MINI  
2014 FORD ALFA ROMEO  
2014 FORD FIAT  
2014 FORD SEAT  
2014 FORD SKODA  
2014 FORD SUBARU  
2014 FORD TOYOTA  
2014 FORD NISSAN  
2014 FORD MAZDA  
2014 FORD HYUNDAI  
2014 FORD KIA  
2014 FORD VOLKSWAGEN  
2014 FORD BUICK  
2014 FORD CADILLAC  
2014 FORD LINCOLN  
2014 FORD MERCEDES-BENZ  
2014 FORD JAGUAR  
2014 FORD LAND ROVER  
2014 FORD MINI  
2014 FORD ALFA ROMEO  
2014 FORD FIAT  
2014 FORD SEAT  
2014 FORD SKODA

**WESTSHORE MARINE**  
WESTSHORE TIRE SALE  
Take \$100 Off Each Tire!  
30% OFF

**The Selkirk Journal**  
Get Wet  
Local residents participating in ALS for Bucket Challenge

**The Stonewall Argus & Teulon Times**  
Gimli or bust

**Wild Planet**  
Parents accused of abusing own kids

**ONE**

**WIKING COMMERCIAL & RESIDENTIAL**  
Selkirk, Manitoba  
Phone: (204) 757-9576  
Fax: (204) 757-2139

**RAIDERS**  
Professional Air Conditioning & Heating  
• Air Conditioning  
• Heating and Gas  
• Ductwork  
• Free Estimates

**SHACHATY**  
Auto Sales  
204-326-5233

**BECKER**  
Real Estate  
204-487-5176

**McKILLIP TEAM**

**Bluebeek**  
Great Used Vehicles at Great Prices!  
2007 ENVOY 4x4 \$10,995  
2005 BUICK RENDEZVOUS EX \$7,799  
2010 GMC CANYON SLE \$15,799

# SUN MEDIA MANITOBA

**WINNIPEG SUN**  
WEDNESDAY, AUGUST 27, 2014

**Jets take coach's challenge to heart** PAGE 5-6

**Parents accused of abusing own kids** PAGE 4

**TOO OLD FOR CMHR?**  
Museum says Metis outrage over Ray St. Germain's omission from opening stems from misunderstanding

**RONA**  
SATURDAY, AUGUST 30, ONLY  
**SCRATCH & SAVE**  
10% TO 100%  
ON ALL YOUR IN-STORE PURCHASES OF \$75 OR MORE (BEFORE TAXES)

**The Valley Leader**  
THURSDAY, AUGUST 21, 2014

**The Morden Times**  
THURSDAY, AUGUST 14, 2014

**The Red River Valley Echo**  
THURSDAY, AUGUST 21, 2014

**Taking the challenge**

**Local violinist chosen for renowned music school**

**New surgery helps man with Parkinson's**

**CCI hosts Winkler ball tournament**

**Back to Learning**

**Ready for another great Corn and Apple Festival**

**INSIDE**  
Letellier's new community centre opens for business

**Neidermeyer Jensen coming to Altona**

**Fossil Discovery Centre launches shark week with find**

**Get ready to ride**

**Making their own history**

**Herald Leader**  
THURSDAY, AUGUST 21, 2014

**Brain freeze**

**AGROST DEALS**

**WILF'S**

**CHARLOT**

**2014 CLEAROUT ON NOW!!!**

**PORTAGE CHRYSLER**

**WINNIPEG SUN .com**

Facebook icon

Twitter icon

Smartphone displaying news app

Tablet displaying news app

Desktop monitor displaying news app

# Our Readers

## Winnipeg Sun

Just as our paper is delivered to consumers every day of the week, we deliver readers to you every day of the week.

Our paper is read by **2.9** readers per copy per day

*This translates to a 1,197,558 readers per week!*

Winnipeg Sun (Daily) .....	40,000 (Daily)
Interlake Spectator (Thursday) .....	14,200
Stonewall Argus & Teulon Times (Thursday) .....	3,600
Selkirk Journal (Thursday) .....	18,500
Winkler Times (Thursday) .....	7,300
Morden Times (Thursday) .....	7,200
Carman Valley Leader (Thursday) .....	6,200
Altona Echo (Thursday) .....	6,900
Prairie Farmer.....	28,000
Portage Herald Leader (Thursday).....	10,651
Portage Graphic (Tuesday).....	7,500
Kenora Lake of the Woods Enterprise (Thursday).....	9,300
Kenora Daily Miner (Monday, Tuesday, Wednesday, Friday).....	3,400 (Daily)
<b>TOTAL.....</b>	<b>162,751</b>



# ⇒ 2015 display advertising rates

# ⇒ modular rate card

## FREQUENCY VOLUME CONTRACT RATES

### CASUAL RATE

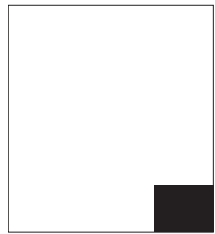
Discount for multiple insertions:

- Over \$5,000 .....10%
- Over \$10,000 .....20%
- Over \$25,000 .....25%
- Over \$50,000 .....30%
- Over \$100,000 .....40%

### ASK US ABOUT:

- Tabon .....\$3,500
- Inserts ..... \$60 per 1,000
- Wraps 4 pages ..... \$12,000
- Commercial Print ..... Ask for details

Ask us about your digital advertising opportunities:



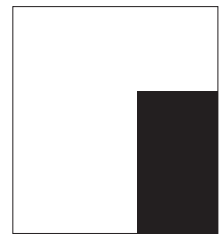
**1/16 page**  
3" x 2.357"  
3 columns  
x 33 agates



**1/8 page**  
4.062"x3.571"  
4 columns  
x 50 agates



**1/8 page**  
5.062"x2.857"  
5 columns  
x 40 agates



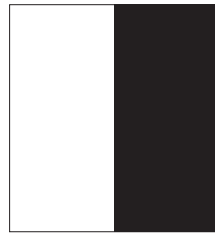
**1/4 page**  
4.062"x7.143"  
4 columns  
x 100 agates



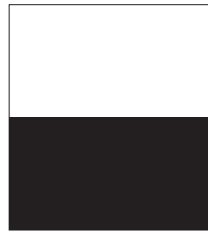
**1/4 page**  
5.062"x5.714"  
5 columns  
x 80 agates



**1/4 page**  
10.312"x2.857"  
10 columns  
x 40 agates



**1/2 page**  
5.062"x11.429"  
5 columns  
x 160 agates



**1/2 page**  
10.312"x5.714"  
10 columns  
x 80 agates



**Full page**  
10.312"x11.429"  
10 columns  
x 160 agates



**Standard Banner**  
10.312"x1.642"  
10 columns  
x 23 agates

COLUMN WIDTHS	
3 column	= 3"
4 column	= 4.062"
5 column	= 5.062"
10 column	= 10.312"
21 column	= 21.43"

Ad Size	1x
1/16 Page	\$150
1/8 Page Vert.	\$300
1/8 Page Horz.	\$300
1/4 Page Vert.	\$600
1/4 Page Horz.	\$600
1/4 Page Banner	\$600
1/2 Page Vert.	\$1,200
1/2 Page Horz.	\$1,200
Full Page	\$2,400
Front Page Banner	\$599
Standard Banner	\$345
Colour	add 20%
Special Position	add 20%



# PRINT STATS

Winnipeg Sun VS Winnipeg Free Press	Exclusive Readership	% of Total
Mon-Fri	59,400	62%
Saturday	40,100	51%

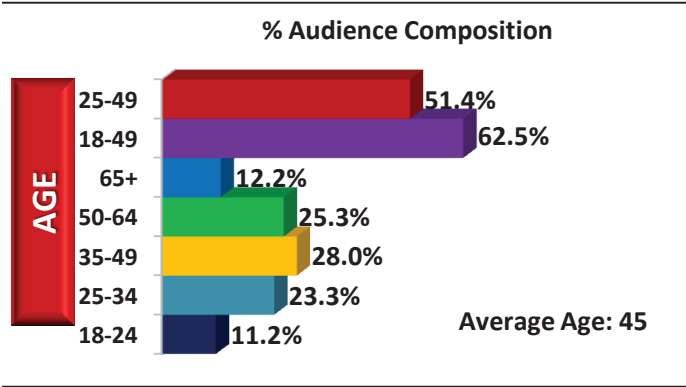
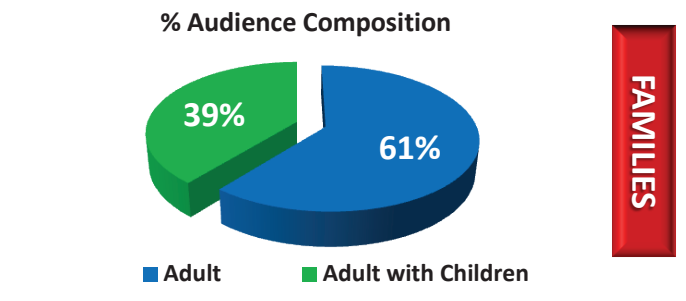
  

Winnipeg Sun VS Winnipeg Metro	Exclusive Readership	% of Total
Mon-Fri	71,700	75%

Winnipeg Sun	Readership
Mon-Fri	95,500
Saturday	79,200
Sunday	63,000
7-Day CUME	243,500

## Winnipeg SUN Demographic highlights: 7-Day CUME

GENDER	Male	Female
	60%	40%
	145,000	98,500



- OCCUPATION, EDUCATION & HOME**
- 71% are employed
  - 14% are employed in Management, Executive or Professional occupations
  - 21% are employed in other white collar occupations
  - 26% are employed in blue collar occupations
  - 31% have some post-secondary education. 27% are University educated.
  - 79% are homeowners

**INCOME**

- \$ 183,900 (76%) have household incomes of \$50,000+
- \$ 122,200 (50%) have household incomes of \$75,000+

**Average HHI: \$81,879**

Sources: NADbank 2013 Full Survey, Printed or PDF edition (NET Readership). Base: Winnipeg CMA, Adults 18+





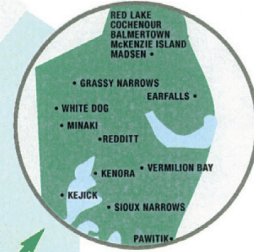
**Central Plains  
Zone 3**  
 • The Graphic  
 • Herald Leader



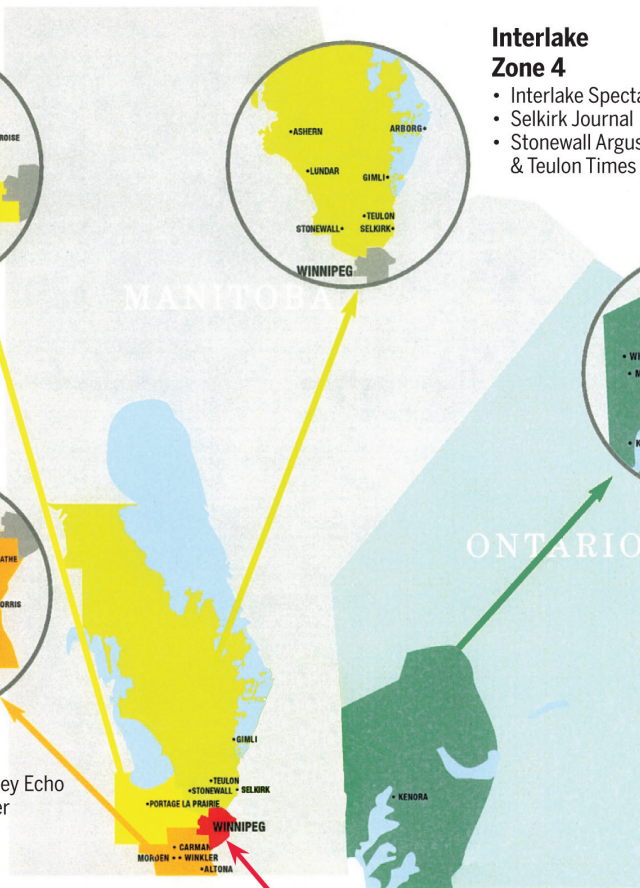
**Interlake  
Zone 4**  
 • Interlake Spectator  
 • Selkirk Journal  
 • Stonewall Argus  
 & Teulon Times



**Pembina Valley  
Zone 2**  
 • Altona Red River Valley Echo  
 • Carman Valley Leader  
 • Morden Times  
 • Winkler Times



**NW Ontario  
Zone 5**  
 • Kenora Daily Miner & News  
 (Mon.-Fri.)  
 • Lake of the Woods  
 Enterprise



**Winnipeg - Zone 1**  
 • Winnipeg Sun

**MANITOBA RATE CARD**

**All 5 Zones (12 papers)**

Quarter Page .....	<b>\$2,199</b>
Half Page .....	<b>\$3,399</b>
Full Page .....	<b>\$5,600</b>

**INTERLAKE**

**3 Papers**

Quarter Page .....	<b>\$799</b>
Half Page .....	<b>\$1,300</b>
Full Page .....	<b>\$2,199</b>

**PEMBINA**

**4 Papers**

Quarter Page .....	<b>\$799</b>
Half Page .....	<b>\$1,300</b>
Full Page .....	<b>\$2,199</b>



\*Same ad, same week



# 2015



## SPECIAL SECTIONS & FEATURES\*

### JANUARY

Jets Flight Plan  
New Year New You  
Horoscope

### FEBRUARY

Jets Flight Plan  
Industry & Trades  
Money & You  
Valentines Feature  
Homes

### MARCH

Jets Flight Plan  
Flood Watch  
Cabin Fever Feature  
Women in Business  
Save Your Vision  
Homes

### APRIL

Jets Flight Plan  
Easter Feature  
NHL Playoffs Feature  
Spring Fever Feature  
Day of Mourning  
National Volunteer Week  
Dental Health  
Homes

### MAY

Mother's Day Feature  
Celiac Awareness  
Ahhh Summer  
Blue Zone  
Work Safe Feature  
Occupational Health & Safety  
Rounds Fore Less Golf  
Auction  
Homes

### JUNE

Father's Day Feature  
Environment Week  
Blue Zone  
National Aboriginal Day  
Feature  
Ahhh Summer  
Homes

### JULY

Blue Zone  
National Fishing Week  
Ahhh Summer  
Canada Day Feature  
Self Care  
Homes

### AUGUST

All About Pets  
Word Find  
Summer Clearance  
Blue Zone  
Stock the Locker  
Homes

### SEPTEMBER

NHL Preview Opener,  
Playoffs, Cup  
Blue Zone  
Fall Car Care  
Baby Safety Awareness  
Month  
Anti-Suicide  
Homes

### OCTOBER

Jets Flight Plan  
Blue Zone  
NHL Preview  
Small Business Week  
Trucks & SUV's  
Breast Cancer  
Awareness  
Homes

### NOVEMBER

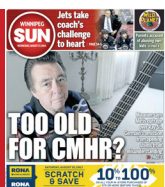
Jets Flight Plan  
College & Universities  
Grey Cup Feature  
Christmas Gift Guide  
Canadian Black Friday  
Remembrance Day  
Feature  
Anti-Bullying

### DECEMBER

Last Minute Shopper  
Boxing Day Sale  
Song and Recipe Book



\*All sections posted online.





# 2015 ONLINE ADVERTISING

# rates



WEBSITE



TABLET



SMARTPHONE

**Deadlines:**  
Creative Build: 1 to 2 business days  
Hosting: 48 hours

Some ad units must be third party hosted.  
Please allow up to 7 business days.

## 3 WAYS TO BUY ONLINE ADVERTISING

### ● By The Day: (High Impact)

#### Takeovers:

Home Page (Background, Leaderboard) .....	\$1500
News/Sports (Background, Leaderboard).....	\$1000
Other Sections (Background, Leaderboard).....	\$750
Add: Tall Block.....	\$325
Add: Big Box.....	\$325
Add: Catfish - Basic .....	\$850
Multi-Takeover Discount .....	15%

#### Catfish:

Catfish - Basic .....	\$900
Catfish - Expandable .....	\$1100
Catfish - Slider .....	\$1300

*(Catfish Pricing based on Home Page. \$150 discount for News or Sports, \$300 discount for other sections)*

### ● By CPM:

CPM = Cost Per 1000 Impressions

#### Tall Block:

Impressions	Rate
Up to 100,000	\$18/CPM
Up to 200,000	\$17/CPM
Up to 400,000	\$16/CPM
500,000+	\$15/CPM

Expanding add 15% - Video Embedded add 15%

#### Big Box or Leaderboard:

Impressions	Rate
Up to 100,000	\$15/CPM
Up to 200,000	\$14/CPM
Up to 400,000	\$13/CPM
500,000+	\$12/CPM

Expanding add 15% - Video Embedded add 15%

## Mobile

Mobile Format Banner.....	\$25/CPM
Mobile Landing Page.....	\$150/build
Mobile Landing Page Hosting.....	\$50/month

## Video

Pre-Roll Video w/companion Big Box .....	\$30/CPM
Stitched Video Creation.....	\$250/build
Extended Reach Program .....	\$40/CPM

### ● By Month:

Sponsor Banners.....	starting at \$250
Text Ads (with Logo) .....	\$250

#### PLUS! ALL NEW Rising Stars

Sidekick (300x600px Tall Block, opens to 850x700px unit, pushes website left)	<b>\$30/CPM</b>
Filmstrip (300x600px Tall Block, 5 modules, viewer controlled)	

0000034921-01

● Ask about opportunities on WinnipegSun.com and increasing your reach with Sun Media Communities! Contact your Winnipeg Sun Sales Rep Today!





Reach your community on the sites everyone's calling home!



Users  
Pageviews

757,916  
6,115,591

41,081  
187,738

50,226  
366,406

9,993  
30,911

22,168  
56,215

**Total Average Users**

**881,384**

**Total Pageviews**

**6,756,861**

Google Analytics

## IMPRESSION CAMPAIGNS

Leaderboard



Big Box



Tall Block



## DAILY OR MONTHLY CAMPAIGNS

Sponsorship  
(Weather & Sections)



Catfish



Home Page Takeover



# Caring.

Building a strong Winnipeg and Manitoba is important to us. We support and sponsor many organizations to help them achieve their goals.

## Manitoba Charities / Promotions that we have participated in:

- Animal Services
- Arthritis Society
- Autism Society
- Big Sisters / Big Brothers
- Boys & Girls Club
- Canadian Cancer Society
- CNIB
- Cancer Care Manitoba
- Easter Seals
- Habitat for Humanity
- Children's Hospital
- Make A Wish Foundation
- Manito-Ahbee Festival
- Manitoba Heroes
- Manitoba Mutts
- MS Society
- Misericordia Hospital
- Muscular Dystrophy Canada
- Never Alone Foundation
- Royal Winnipeg Ballet
- Run for the Cure
- Sons of Italy
- Special Olympics
- United Way
- Variety
- YMCA
- YWCA
- And many more

*Daria Zmijewsky  
Publisher,  
Winnipeg Sun*

