



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)	\$30/CPM
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

