

2024 Print & Advertising Information



Empire-Advance *serving virden & area since 1885*

Bringing you weekly community news coverage for 139 years

Canupawakpa Dakota Nation | Cromer | Elkhorn | Kenton | McAuley | Miniota | Oak Lake
Pipestone | Reston | Sinclair | Sioux Valley Dakota Nation | Virden

MODULAR & COMMON PRINT ADVERTISING SIZES



FULL-PAGE

9.875" x 15.6429"

\$748.98

ADD \$160 FOR COLOUR



3/4 PAGE

9.875" x 11.6429"

\$557.46

ADD \$125 FOR COLOUR



2/3 PAGE

9.875" x 10.4286"

\$499.32

ADD \$104 FOR COLOUR



1/2 PAGE

9.875" x 7.7857"

\$372.78

ADD \$78 FOR COLOUR



1/3 PAGE

9.875" x 5.2143"

\$249.66

ADD \$68 FOR COLOUR



1/4 PAGE

4.8542" x 7.7857"

\$186.39

ADD \$65 FOR COLOUR



1/8 PAGE

4.8542" x 3.9286"

\$94.05

ADD \$26 FOR COLOUR

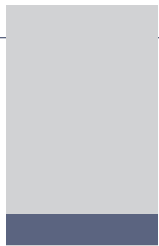


1/16 PAGE

3.1806" x 3.00"

\$47.88

ADD \$8 FOR COLOUR

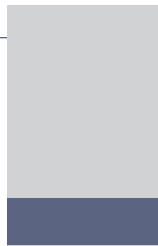


SMALL BANNER

9.875" x 2.00"

\$95.76

ADD \$26 FOR COLOUR



LARGE BANNER

9.875" x 3.00"

\$143.64

ADD \$26 FOR COLOUR



2 X 5

3.1806" x 5.00"

\$79.80

ADD \$14 FOR COLOUR

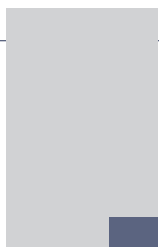


2 X 4

3.1806" x 4.00"

\$63.84

ADD \$14 FOR COLOUR

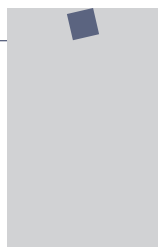


"BUSINESS CARD"

3.1806" x 2.00"

\$31.92

ADD \$8 FOR COLOUR



FRONT PAGE POST NOTE

1.75" x 1.75"

\$73.75

INCLUDES COLOUR

Booking & Material/Artwork Deadline:

Tuesdays by 1:00 pm

Line Rate: \$7.98 per column inch /
\$0.57 per agate line

Guaranteed Placement

(where available): 25% of ad cost

Camera-ready ads:

Must be submitted in PDF, EPS, AI, or
INDD formats and should be in
CYMK with black set to
CMYK: 0 0 0 100

Base Cost

Frequency

Discounts:

03x - 05%

04x - 10%

06x - 15%

12x - 20%

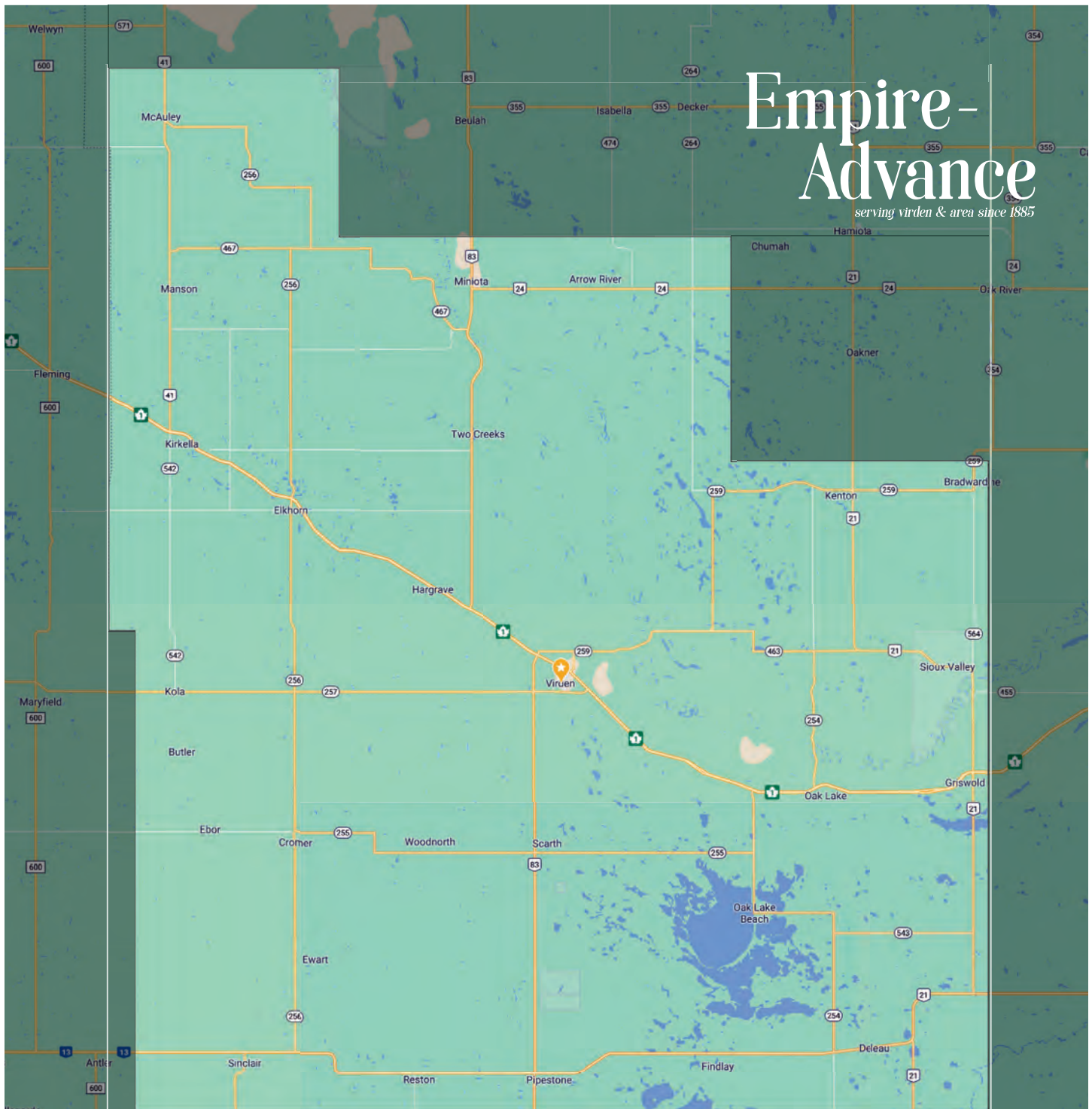
26x - 25%

39x - 30%

52x - 35%

Rates do not include GST

DISTRIBUTION & COVERAGE WITHIN MANITOBA



The Empire-Advance is a weekly, Friday edition with a print and digital distribution of approx. 1,500

The Empire-Advance is located in Virden, Manitoba and covers local news within Virden, Elkhorn, Kenton, McAuley, Miniota, Oak Lake, Pipestone, Reston, Cromer, Sinclair, and their surrounding communities and municipal regions.

Manitoba distribution, outside the local coverage area, reaches subscribers in Alexander, Beausejour, Birtle, Boissevain, Brandon, Carman, Carroll, Dauphin, Deloraine, Douglas, Hamiota, Hartney, Isabella, Killarney, Laurier, Medora, Meadowbrook Village, Melita, Miami, Morden, Napinka, Oak River, Petersfield, Piney, Rivers, Roland, Russell, Shoal Lake, Souris, St. Francois Xavier, Thompson, Tilston, Tyndall, Winnipeg.

\$7.00 +GST FOR 25 WORDS OR LESS
22¢ PER EXTRA WORD
DEADLINE: 12:00 PM TUESDAYS
EMAIL: sales@empireadvance.ca
*The Empire-Advance is not responsible
 for errors of handwritten submissions*

sales@empireadvance.ca | 204-748-3931 | 305 Nelson Street West, Virden | empireadvance.ca

DIGITAL ADVERTISING ON EMPIREADVANCE.CA



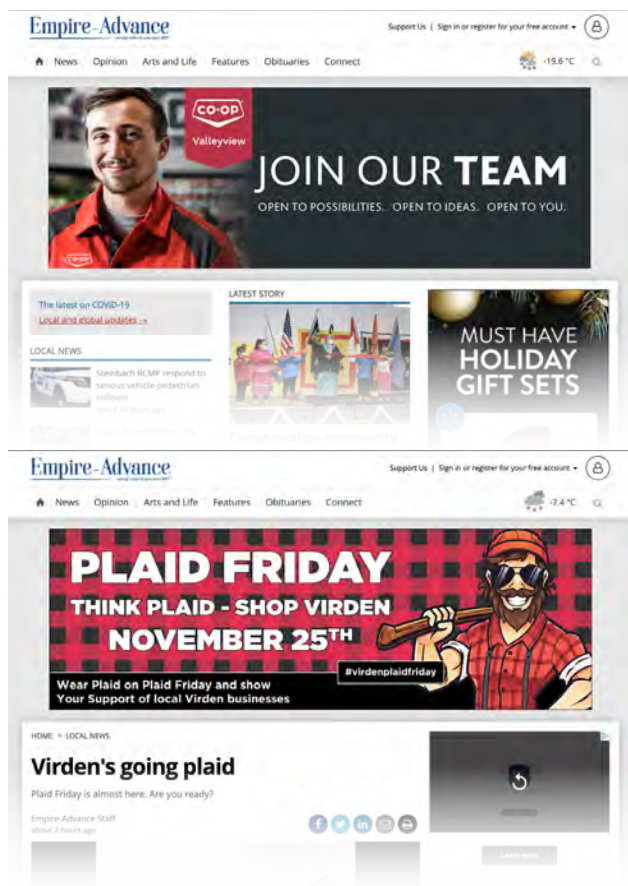
86 per cent of Canadians read newspapers over the course of a week in print and digital formats.

- News Media Canada's Newspapers 24/7 2022 report

A record 70% of pages on Glacier Community News Sites were viewed on mobile devices in 2021.

- GlacierMediaDigital.ca - THE PERSISTENCE OF MOBILE, March 14, 2022

Reach your intended audience
by implementing both print and digital advertising into your marketing plan



Community Display

Advertising on empireadvance.ca

Premium Sizes & Placements **\$600**
Leaderboard, Billboard, and Mobile Banner
20,000 impressions over one month (\$30.00 CPM)

Standard Sizes & Placements **\$500**
Leaderboard, Billboard, and Mobile Mini Banner
20,000 impressions over one month (\$25.00 CPM)

Standard Size & All Placements **\$400**
Leaderboard, Billboard, and Mobile Mini Banner
20,000 impressions over one month (\$20.00 CPM)

Persistent Mobile Banner **\$600**
20,000 impressions over one month (\$30.00 CPM)

Wallpaper **\$600**
20,000 impressions over one month (\$30.00 CPM)

Page Takeover **\$1500**
Includes Mobile Banner & Wallpaper
20,000 page views over one month (\$75.00 PPV)

Online advertising can be structured to reach your desired target audience, be it the local market, all of Manitoba, or Manitoba and into Saskatchewan. We can make digital ads work for you.

Being part of the Glacier Media Group (of which our family of publications see two million readers in more than 60 different communities across Western Canada) allows us to place your digital ad throughout our network helping reach a wider but still targeted audience.

* DIGITAL ADVERTISING RATES ARE BEFORE TAXES & SUBJECT TO CHANGE

Other Digital Marketing Services Available

Standout Premium Package **\$800**
1/4 page print colour ad and Premium Community Display Pkg

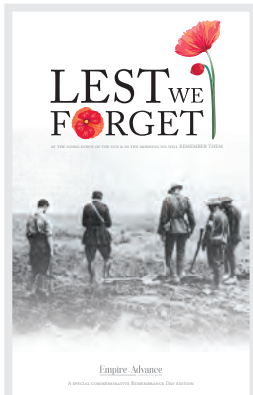
Standout Standard Package **\$700**
1/4 page print colour ad and Standard Community Display Pkg

Programmatic Display starting at **\$900/month**
Minimum 75,000 impressions. Add up to five geofences and one conversion zone to your campaign.

Spotify Audio Programmatic
..... starting at **\$1,200/month**
Minimum 40,000 impressions, Spotify Only

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serving virden & area since 1885

SPECIAL FEATURES



JANUARY

REMEMBERING Tribute to those who passed the previous year, as they appeared in the Empire-Advance

BLADES Salute to local Minor Hockey & Figure Skating Clubs

FEBRUARY

FINANCIAL PLANNING (4-WEEK RUN) Financial Planning Resources and Information during RRSP season

GUIDES & SCOUTS Celebrating Guides & Scouts Month

MARCH

FARM & FIELD++ Annual Salute to Local Farming & Farmers

KIDVERTISING Learning the Art of Advertising in the Classroom

EASTER Colouring Contest

APRIL

SERVICE & COMMUNITY CLUBS Showcasing local Service Clubs

ADMINISTRATIVE PROFESSIONALS DAY/WEEK Thanking our Local Administrative Professionals

MAY

CAR CARE (RUNS TWICE-A-YEAR, MAY & OCTOBER) Guide to Spring Car Care

TOWN WIDE YARD SALE Shop Virden in support of the fundraising event

JUNE

SUMMER EVENTS/FAIRS PREVIEW A look ahead at Local Summer Fun

INDIGENOUS PEOPLES DAY Celebrating and learning history and culture

ARRIVE ALIVE (RUNS TWICE, JUNE & DECEMBER) In support of sober driving and alternatives during celebration seasons (Grad & Christmas)

CANADA DAY Virden Events Guide

GRAD - CLASS OF 2024 Celebrating the Graduates from Fort La Bosse

AUGUST

RODEO++ In support of Virden Indoor Rodeo & Wild West Daze

BACK TO SCHOOL Celebrating Back to School

SEPTEMBER COUPON MONTH Directory of Coupons from Local Businesses

SEPTEMBER

CUSTOMER APPRECIATION SALE 1/2 Price Ads. Book a full-page colour ad in September and run it at any time during the last quarter of 2024 for 50% off.

MEET YOUR OIL CAPS Meet this seasons Virden Oil Capitals

OCTOBER

FIRE PREVENTION Saluting our Local Heroes during Fire Prevention Week

CAR CARE (RUNS TWICE-A-YEAR, MAY & OCTOBER) Guide to Fall Car Care

HALLOWEEN Colouring Contest

NOVEMBER

REMEMBRANCE DAY Tribute to our past and present local heroes

VERY VIRDEN CHRISTMAS Local Events Celebration

PLAID FRIDAY Support and Shop Local for "That" Friday in November! 10% from each participating ad is donated to the Virden Food Cupboard.

DECEMBER

ARRIVE ALIVE (RUNS TWICE, JUNE & DECEMBER) In support of sober driving and alternatives during celebration seasons (Grad & Christmas)

CHRISTMAS GREETINGS Thanks & Greetings from Local Businesses

MONTHLY

HOME PAGE (JANUARY-DECEMBER) Resources for Home Improvement Opportunities

OILFIELD REPORT (JANUARY-DECEMBER) Oilfield businesses and oil prices

RECIPE CORNER Spotlight Recipe and Local Shopping Resources

FARM REPORT (APRIL-SEPTEMBER) Farm Resources and current crop/cattle prices

++ Denotes an extended distribution edition | Dates of features are subject to change or cancellation without notice.

ADDITIONAL AD SPECS AND SIZE VARIATIONS

COLUMN WIDTHS	6 COL	5 COL	4 COL	3 COL	2 COL	1 COL
PICAS	59P3	49P2.5	39P2	29P1.5	19P1	9P0.5
INCHES	9.875	8.2014	6.5278	4.8542	3.1806	1.5069

AD SIZES - COLUMNS X AGATE LINES

	6X	5X	4X	3X	2X
2/3 PAGE	146	175	219	-----	-----
1/3 PAGE	73	87	109	146	219
1/2 PAGE	109	131	164	219	-----
1/4 PAGE	54	65	81	109	163
1/8 PAGE	28	33	41	55	82
1/16 PAGE	-----	-----	-----	28	42
2 X 5	-----	28	35	46	70
2 X 4	-----	-----	28	37	56

BOLD DENOTES STANDARD AD DIMENSION

AD SIZES - COLUMNS X PICAS

	6X	5X	4X	3X	2X
2/3 PAGE	62p6.875	75p0	93p10.28	-----	-----
1/3 PAGE	31p3.429	37p3.429	46p8.571	62p6.857	93p10.28
1/2 PAGE	46p8.571	56p1.714	70p3.429	93p10.28	-----
1/4 PAGE	23p1.714	27p10.28	34p8.571	46p8.571	69p10.28
1/8 PAGE	12p0	14p1.714	17p6.857	23p6.857	35p1.714
1/16 PAGE	-----	-----	-----	12p0	18p0
2 X 5	-----	12p0	15p0	19p8.571	30p0
2 X 4	-----	-----	12p0	15p10.286	24p0

BOLD DENOTES STANDARD AD DIMENSION

AD SIZES - COLUMNS X INCHES

	6X	5X	4X	3X	2X
2/3 PAGE	10.4286	12.50	15.6429	-----	-----
1/3 PAGE	5.2143	6.2143	7.7857	10.4286	15.6429
1/2 PAGE	7.7857	9.3571	11.7143	15.6429	-----
1/4 PAGE	3.8571	4.6429	5.7857	7.7857	11.6429
1/8 PAGE	2.00	2.3571	2.9286	3.9286	5.8571
1/16 PAGE	-----	-----	-----	2.00	3.00
2 X 5	-----	2.00	2.50	3.2857	5.00
2 X 4	-----	-----	2.00	2.6429	4.00

BOLD DENOTES STANDARD AD DIMENSION

- Camera-ready ads must be submitted as high-resolution in EPS, AI, INDD or PDF formats
- We ask that **Advertising Artwork Components** be a minimum of 180 dpi and be submitted in TIFF, EPS, PDF, AI, JPG or PSD format
- Microsoft Word and Publisher files cannot be accepted as camera-ready ads and will be reset by our production team. A proof will be provided before press run.
- Creative services are included in the cost of advertising.
- Booking & Material/Artwork Deadline: Tuesdays by 1:00 pm
- If you have any **questions or concerns** pertaining to pre-made or advertising artwork submissions please contact design@empireadvance.ca

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PRINTING

Services to fit your business

LOCALLY created. QUICK Turnaround. DIRECT shipping.

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The Empire-Advance, Virden's oldest, continuously operating business, is a weekly, Friday publication with an approximate circulation of 1,500 and services Virden, Elkhorn, Kenton, McAuley, Miniota, Oak Lake, Pipestone, Reston, Cromer, Sinclair, and their surrounding communities.

Virden's first newspaper, the Virden Advance, was founded in 1885 by C.J. Atkinson; J.A. McLachlan and C.S. McClelland published the first edition of the Virden Empire on July, 13, 1905; the Empire and the Advance amalgamated in 1907, publishing the first edition on October 3.

📍 305 Nelson Street West, Virden
✉ Box 250, Virden, Manitoba R0M 2C0
📞 204.748.3931

Advertising: sales@empireadvance.ca
Editorial: reporter1@empireadvance.ca
Subscriptions: accounts@empireadvance.ca
Printing: design@empireadvance.ca

www.empireadvance.ca

4.0" X 9.0" RACK CARD

- 🟡 Booklets
- 🟡 Brochures
- 🔴 Business Cards
- 🟠 Business Forms
- 🟡 Calendars
- 🟢 Envelopes
- 🟢 Event Tickets
- 🟢 Flyers
- 🟢 Gift Certificates
- 🟢 Invitations
- 🟢 Invoices
- 🟢 Labels
- 🟡 Letterheads
- 🔴 Newsletters
- 🟠 Notepads
- 🟡 Rack Cards
- 🟢 Receipts
- 🟢 Social Tickets
- 🟢 Thank You Cards
- 🟢 Specialty Printing
- 🟢 And More!

Email design@empireadvance.ca
for more information or to obtain a quote

Approximately 7-10 days turnaround time once final artwork copy is approved.



thirtythree marie
PHOTOGRAPHY & DESIGN

STANDARD-SIZE BUSINESS CARD

CELEBRATE WITH US!

Jane Smith & John Jones **\$15.00**

WEDDING SOCIAL
FEBRUARY 14TH
9:00 PM - 1:00 AM
LEGION, VIRDEN, MANITOBA
RAFFLE • DJ • LATE LUNCH

SOCIAL TICKETS

Your Logo and Contact/Address Information Here

GIFT CERTIFICATE

To: _____

Amount: \$ _____

From: _____

Authorized By: _____ Date: _____

8.5" X 3.5" GIFT CERTIFICATES