## 2024 Print & Advertising Information

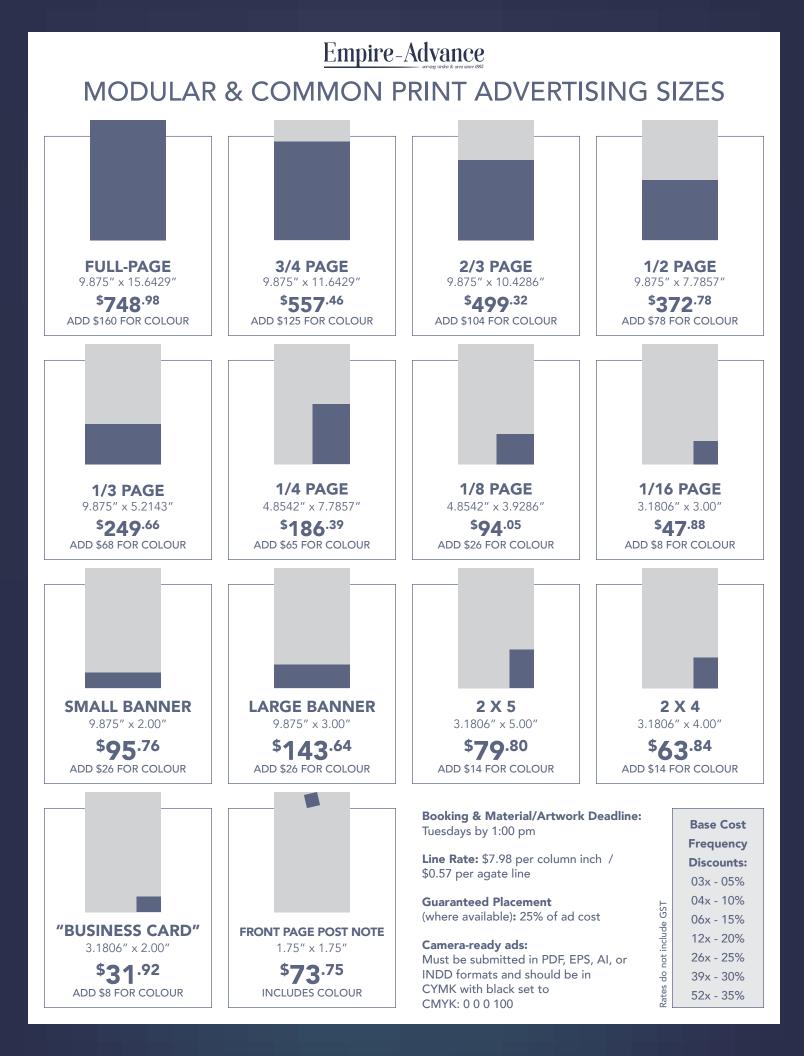


## Empire-Advance serving virden & area since 1885

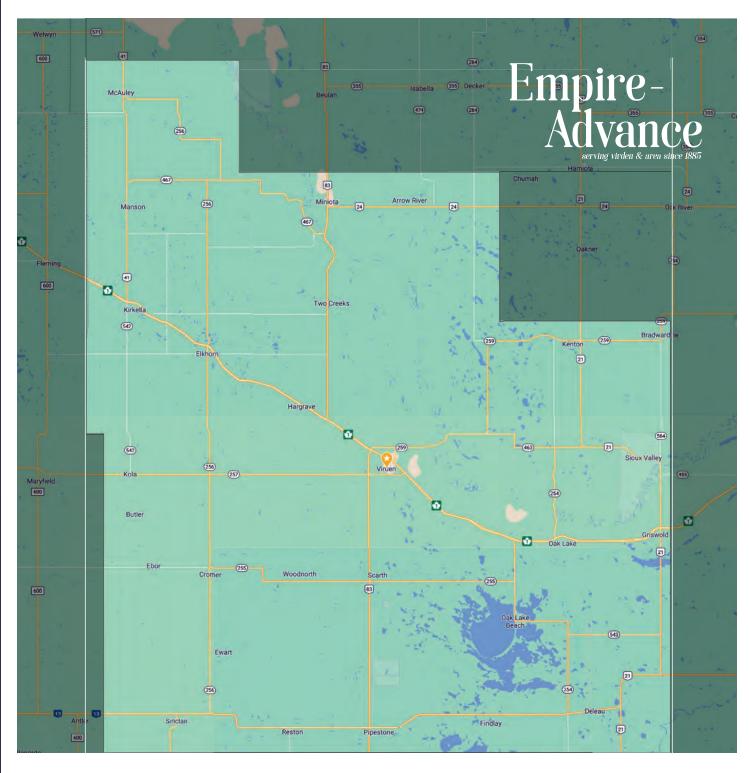
Bringing you weekly community news coverage for 139 years

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

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



### 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, Medowbrook Village, Melita, Miami, Morden, Napinka, Oak River, Petersfield, Piney, Rivers, Roland, Russell, Shoal Lake, Souris, St.Francois Xavier, Thompson, Tilston, Tyndall, Winnipeg.

### **OBITUARY PLACEMENT**

Along with basic information, the Empire-Advance obituary template also provides space for a photo and thank you should they wish to be included.

The cost of obituaries vary and depend on the amount of content. For an exact cost, please submit your obituary information to <u>sales@empireadvance.ca</u> and a proof and quote will be provided to back to you for review.

Obituaries placed in the Empire-Advance are automatically included on our website empireadvance.ca

### CLASSIFIED ADVERTISING

Classified Word Ad Rates: 25 words or less: \$7.00 Over 25 words - 22¢ per extra word

> **Frequency Discounts:** 3x - 10% | 12x - 25%

Deadline for booking and material: Tuesdays by 1:00 pm

Charitable Organizations / Service Clubs Ad cost, less 15%

\*\*\* Classified Advertising wanting or requiring a "box display" will have the column-inch line rate applied

### IMPACTFUL CLASSIFIEDS

Take your Classified Word ads to the next level by placing them in a highly visible display box ad

All Impactful Ads run as 1-column wide (1.5069")

HEIGHT	COST
2.0″	\$15.96
2.5″	\$19.95
3.0″	\$23.94
3.5″	\$27.93
4.0″	\$31.92



Impactful ad quotes above are based on a 1-time run in black & white and do not include GST.

Add \$8.00 per booking for colour. Multiple bookings discount is available.

Size of the ad will depend on actual ad-content.

#### YOUR LOCAL CLASSIFIED LISTING SOURCE SINCE 1885 OBITUARY AUCTIONS HENRY, Wayne Milton August 24, 2022 Wayne Milton Henry, age 64 years, of McAuley, Manitoba passed away Wednesday August 24, 2022 at Reston Health Centre - Transitional Unit in Reston, Manitoba after a BUCKLASCHUK, Colleen Christena (nee Hagan) July 31, 1944 - August 29, 2022 It is with great sadness that we announce the passing of Colleen Bucklaschuk, devoted wife, mother, and grandmother on August 29 after a brief illness. Collean wase, Lapinge wife to Meyers Online Auction Closes September 15 Estate Woodworking and Mechanics Tools. рното Unit in Reston, Manitoba after a Couragous battle with ancre: Wayne was bound and a start of the Satisfactor and Maple Crede Satisfactor and Maple Satisfactor Wayne attended Rutherglen School in McAuley and graduated from Virden Collegiate in 1976. He later continued his study at Olds Agricultural College in Olds, Alberta His life was filled ====.c. Furniture, Household smalls Colleen was a loving wife to er husband, John, for 54 years, a Lawn and garden, Bradley Meyers Auctioneer 204-476-6262 <text><text><text><text> Brac. Brack. B McSherry Auctions Online Timed Auctions @ iCollector.com Estate & Moving Auction Closes Wed Sep 14 @ 7:00PM Estate & Moving Auction Closes Wed Sep 21 @ 7:00PM (204) 467-1858 or (204) 886-7027 FOR SALE - MISC Weekly Manitoba Newspaper For Sale Owners Retiring undertaking. She will be fondly remembered for her passion for baking and cooking a good meal. The table was always beautifully set. Her home, and all of its vibrant colours and decor, represented her creativity. She loved going to the West End Cultural Centre for folk concerts, which was always used to any set of a newby restaurant Profitable subscription based Community wspaper / printing ness in South Central siness in 2000. . Manitoba for sale. /ery reasonably priced. accompanied by a nice dinner at a nearby re-A Celebration of Life will be held on Sep Contact The Western Canadian, Manitou at 204-242-2555 a Geteoration of Life will be held on September 24 at 1:00 pm at the Johnson Waterfront Centre in Gimli. All friends are invited to attend. Messages of condolence may be placed at www.carscaddenfuneralchapel.com Carscadden Funeral Chapels Ltd. Virden and Moosomin in care of arrangements. or email: westernca @omaiLc United Church Condolences may be left on her tribute wall at www.gilbartfuneralhome.com CARD OF THANKS CARD OF THANKS for more info. Trucks, Trailers, Truckbeds & Tires Gilbart Funeral Home, Gimli in care of arrang Thank You Full Repair & Safeties Vehicle Parts, Tires & ANNOUNCEMENTS CARD OF THANKS Vehicle Parts, Tires & Wheels Trailer Parts & Batterie Sales, Financing, Leasing & Rentals EBY Aluminum: Gooseneck and Bumper Pull Cattle & Equipment Trailers Truck & Service Bodk Generation Grain Trailer We would like to thank everyone that reached out to us at the time of Elleeris passing on June 6 and at the Celebration of Jife on August 25 at the columbarium in the Virden Cemetery. We cannot find words to express our appreciation for your kindness to our family. Thanks to Ellisha and Frank for organizing an Thank you for the care I re-ceived in the hospital, and to the many who sent fruit bas-kets, food and get well wishes. It was all appreciated and I'm Doin OK. Len Collier. mcna Power Builder jamuy. inanks to Ellisha and Frank for organizing an setting up. Special thanks to Marilyn for the beautiful service. Thank you to St. Paul's Helping Hands for the great lunch served at the United Church basement. NOTICES / NOMINATIONS WORKS! Notices/ Auditivations Advertisements and state-ments contained herein are the sole responsibility of the persons or entitles that post Manitoba Community News-paper Association and mem-bership of not ranke any var-ranty as to the accuracy. completeness, for greater information on advertising conditions, please consult the Association's Barket Adver-tising and Barket Adver-tising and Starket Adver-tising and any advertising and advertising at a vww.mens.com. great h KALDECK TRUCK & TRAILER INC. THANK YOU, ED LEWIS AND FAMILY, AND ALL OF OUR EXTENDED FAMILY MEMBERS 1-888-685-3127 NOTICES / NOMINATIONS NOTICES / NOMINATIONS Create instant top or mind awareness Showcase your info, business, product, job, announcements or event We format it, to make it look great! Starting at \$339.00 (includes 45 lines of NOW ACCEPTING FALL URGENT PRESS RELEASES AND WITTER CLASSIFIED - Have a newsworthy limit New PAVERTS-RATE AUXENTS-news and Auxents-ters Advertise NOW in the charge in operations? Thoring a fall sop-ress Advertise NOW in the charge in operations? Thoring 22 Weekly Amato Commu-missaging out and be seen main init the right hands for WEEKLY in over 886,000 ONLY \$35,00 + 657HST. Stelling stormhine? Having a fall sop-time and the seen main init the right hands for WEEKLY in over 886,000 ONLY \$35,00 + 657HST. BATTERIES FOR unustri PRESS RELEASES - Have a newsorthy liem to anounce? Having a Fall Sup-per or event? An exciting change in operations? Though we cannot guarantee publica-tion, MONA will get the infor-mation and the right hands for CNLY \$35.00 + GST/HST. Call MCAA (204) 947-1691 for more mitornation. So "Typas of Advertising" tab for more details. EVERYTHING! 50,000 BATTERIES IN STOCK IN STOCK "Auto "Farm \*Marine "Construction \*ATV "Motorcycle \*Golf Carts "Rechargeables \*Tools "Phones \*Computers "Solar Systems & design \* Everything Else! tising Conditions on our web conditions o vate mortgage lender. All I estate types considered, credit checks done. Deal ect with lender and get ick approval. Toll free 1-5-405-1228 www.firstand-underschere co. THE BATTERY MAN GOT NEWS? TF 1-877-775-8271 CONTACT THE EDITO 204-412-0050 Contact this newspape NOW or MCNA at 204.947.1691 or email adline for Ad-Booking STAY CONNECTED WIRDEN Ad-Copy and submitted content is 12:00 pm Empire-Advance () 🖸 y 🖬

**CLASSIFIED** 

As a member of the Manitoba Community Newspaper Association (MCNA), the Empire-Advance can help you place your Classified ad in front of more than 340,000 Manitobans!

Contact us for complete details



\$7.00 \*<sup>ast</sup> FOR 25 WORDS OR LESS 22¢ PER EXTRA WORD DEADLINE: 12:00 PM TUESDAYS EMAIL: sales@mpireadvance.ca The Empire-Advance is not responsible for errors of herotherities automissions

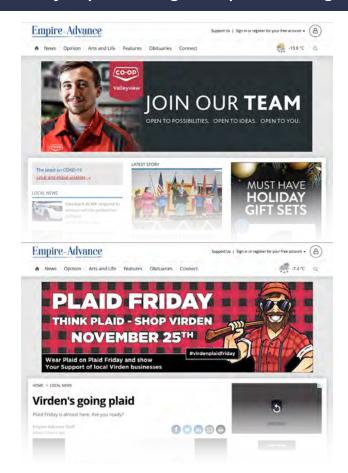
### DIGITAL ADVERTISING ON EMPIREADVANCE.CA

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 n 2021. - Glacier Media Digital.ca - THE PERSISTENCE OF MOBILE, March 14, 2022

#### Reach your intended audience

by implementing both print and digital advertising into you marketing plan



#### **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

#### Community Display Advertising on empireadvance.ca

Premium Sizes & Placements Leaderboard, Billboard, and Mobile Banner 20,000 impressions over one month (\$30.00 CPM)	\$600
Standard Sizes & Placements Leaderboard, Billboard, and Mobile Mini Banner 20,000 impressions over one month (\$25.00 CPM)	\$500
Standard Size & All Placements Leaderboard, Billboard, and Mobile Mini Banner 20,000 impressions over one month (\$20.00 CPM)	\$400
Persistent Mobile Banner 20,000 impressions over one month (\$30.00 CPM)	\$600
Wallpaper 20,000 impressions over one month (\$30.00 CPM)	\$600
Page Takeover Includes Mobilne Banner & Wallpaper 20,000 page views over one month (\$75.00 PPV)	\$1500

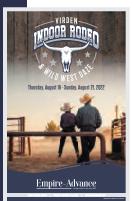
Online advertising can be structured to reach your desired target audience, be it the local market, all of Manitoba, or Manitoba and into Saskatchewan. We can make digital ads work for you.

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



### SPECIAL FEATURES













#### JANUARY

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

Empire-Advan

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<sup>++</sup> 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<sup>++</sup> In support of Virden Indoor Rodeo & Wild West Daze BACK TO SCHOOL Celebrating Back to School SEPTEMBER COUPON MONTH Directory of Coupons from Local Businsses

#### 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
	<u> </u>	<u> </u>	DOID 5	ENOTES STANDAR	

**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	<b>DENOTES STANDAR</b>	RD 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 <u>cannot be</u> <u>accepted as camera-ready</u> 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



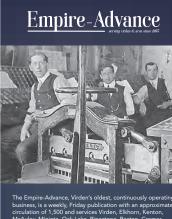


# **Empire-Advance** PRINTING Services to fit your business

### LOCALLY created.

QUICK Turnaround.

**DIRECT** shipping.





(f) 🙆 🎔

www.empireadvance.ca

4.0" X 9.0" RACK CARD



STANDARD-SIZE BUSINESS CARD

O Booklets

- O Brochures
- O Business Cards
- O Business Forms
- O Calendars
- O Envelopes
- Event Tickets
- **O** Flyers
- Gift Certificates
- O Invitations
- O Invoices

- O Labels
- **O** Letterheads
- **O** Newsletters
- Notepads
- O Rack Cards
- **O** Receipts
- O 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.

Conta



	GIFT CEH	RTIFICATE
Your Logo	To:	
and ontact/Address	Amount: \$	
Information	From:	
Here	Authorized By:	Date:

#### SOCIAL TICKETS

#### 8.5" X 3.5" GIFT CERTIFICATES