

2024 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

RIVERS
BANNER

529 Second Ave

Box 70, Rivers, MB. R0K 1X0

Display ads: info@riversbanner.com

Classified word ads: info@riversbanner.com

News articles: info@riversbanner.com

Updated January 2024

Town	Postal Code	Total distribution
Neepawa	R0J 1H0	2,900 (includes Eden & Polonia)
McCreary	R0J 1B0	260
Glenella	R0J 0V0	80
Arden	R0J 0B0	35
Riding Mountain	R0J 1T0	60
Kelwood	R0J 0Y0	100
Brookdale	R0K 0G0	61
Birnie	R0J 0J0	25
Wellwood	R0K 2H0	54
Carberry	R0K 0H0	450
Franklin	R0J 0S0	20
Mountain Road	R0J 1G0	30
Gladstone	R0J 0T0	495
Plumas	R0J 1P0	170
Alonsa	R0H 0A0	130
Minnedosa	R0J 1E0	600 (includes Basswood)
Erickson	R0J 0P0	175 (Farm & Business)
Onanole	R0J 1N0	45 (Farm & Business)
Wasagaming	R0J 1N0	80 (seasonal)
Newdale	R0J 1J0	113
Clanwilliam	R0J 0K0	50
Austin RR	R0J 0C0	60
Woodside	R0H 1R0	9
Justice	R0K 1C0	37
Laurier	R0J 1A0	60
Ste. Rose	R0L 1S0	290
Silver Ridge	R0H 1M0	60
Langruth	R0H 0N0	102
Lakeland	R0H 0M0	18
Westbourne	R0H 1P0	50
Sidney	R0H 1L0	55
Amaranth	R0H 0B0	156
Brandon		800
Total circulation in Trade Area		7,630
Subscriptions		95
Online Subscriptions		22
Neepawa Banner	Total circulation	7,747

Town	Postal Code	Total distribution
Rivers	R0K 1X0	914 (includes Lenore)
Rapid City	R0K 1W0	150
Oak River	R0K 1T0	75
Forrest Station	R0K 0W0	35
Cardale	R0K 0J0	24
Harding	R0M 0V0	14
Bradwardine	R0M 0E0	10
Brandon RR2 & 3	R7A 5Y2 & R7A 5Y3	885
Alexander RR1	R0K 0A0	25
Kenton	R0M 0Z0 & R0M 0A2	70
Oak Lake		25
Hamiota		95
Total circulation in Canada Post in Trade Area		2,322
Subscriptions & Counter Sales		63
Rivers Banner	Total circulation	2,385

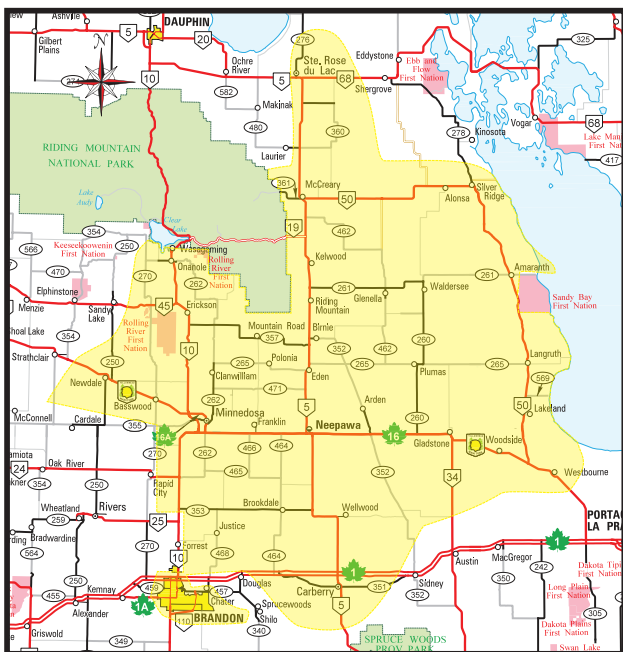
NEEPAWA Banner & Press

The Neepawa Banner & Press serves the communities of:

Neepawa	Birmie
Minnedosa	Wellwood
Carberry	Clanwilliam
Gladstone	Franklin
Erickson	Mountain Road
McCreary	Walderssee
Onanole	Woodside
Plumas	Justice
Polonia	Ste. Rose
Eden	Silver Ridge
Arden	Langruth
Glenella	Lakeland
Alonsa	Southquill (Rolling River)
Brookdale	Basswood
Riding Mountain	Laurier
Newdale	Westbourne
Kelwood	Amaranth
Austin RR	Brandon

NEEPAWA
Banner & Press

www.neepwabanner.com



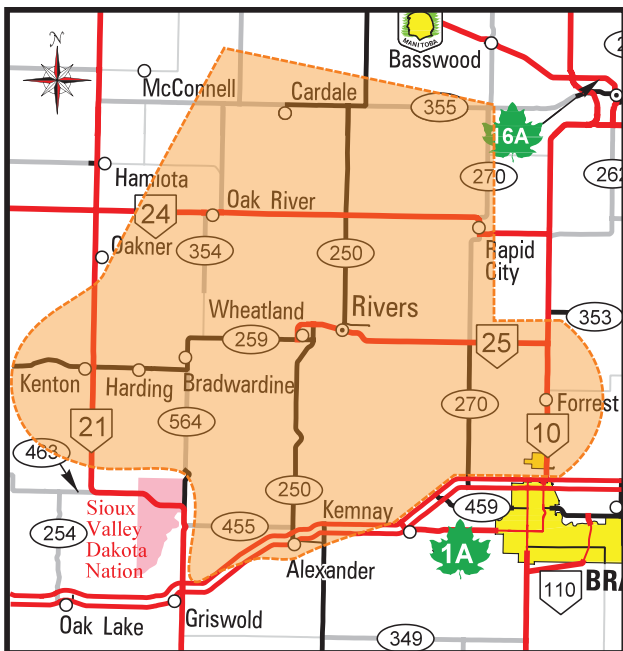
RIVERS BANNER

The Rivers Banner serves the communities of:

Rivers	Bradwardine
Oak River	Forrest Station
Rapid City	Alexander
Cardale	Kenton
Harding	

RIVERS
BANNER

www.riversbanner.com



Mechanical Specifications for ads

Number of Columns: 6 (Tabloid paper) *Note: Classified pages 8 column Tabloid*

Regular (6 columns)

1 column.....	1~9/16" (9.5 picas)
2 column.....	3~5/16" (20 picas)
3 column.....	5~1/16" (30.5 picas)
4 column.....	6~3/4" (41 picas)
5 column.....	8~9/16" (51.5 picas)
6 column.....	10~1/4" (62 picas)

Classified (8 columns)

1 column.....	1~1/4" (7.5picas)
2 column.....	2~3/8" (14.5picas)
3 column.....	3~3/4" (22.9 picas)
4 column.....	5~1/16" (30.7 picas)
5 column.....	6~5/16" (38 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)
 - tif format (jpg lesser quality)
 - full colour CMYK

Clipart - 150 dpi (min. resolution for best quality)
 - jpg or tif format
 - full colour CMY

Electronic ads (on CD or 5 MB maximum size for e-mailing):

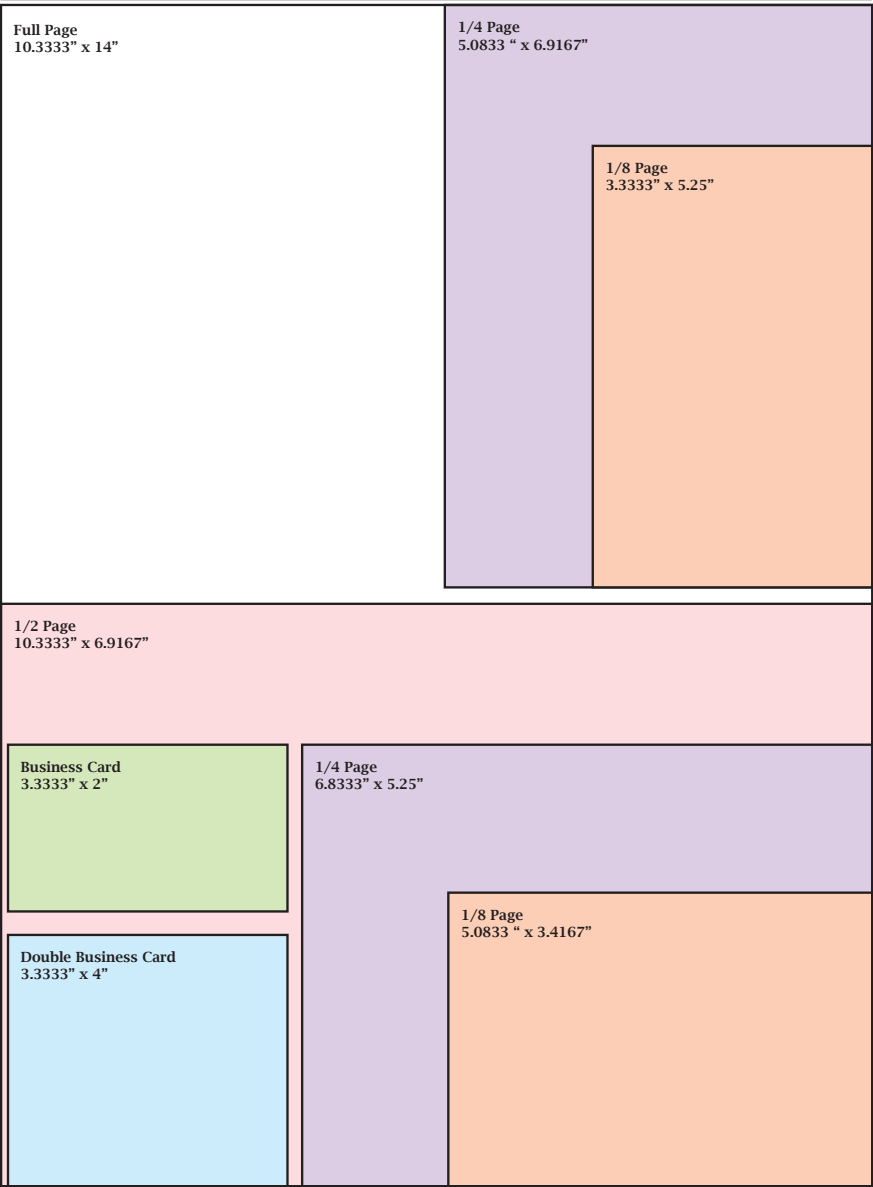
Ad Size - set to fit one of above column widths
 Colour ads - PDF, EPS or Photoshop in CMYK
 B&W ads - PDF, EPS or Photoshop

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.

Ask us about our Special Sections & Features:

Hockey Team Rosters (Titans, Farmers & Tigers),
 Farmers' Advocate: Monthly, Valentines Day,
 Everything For Your Farm, Cancer Awareness, Home & Garden,
 Mother's Day, Home Improvement, Father's Day, Grad,
 Canada Day, Clear Lake, Water Safety, Back to School,
 National Trucking Week, Fire Safety, Remembrance Day,
 Christmas greetings and many more!

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



NEEPAWA **Banner & Press**

CLASSIFIED DISPLAY ADS

Births, Birthdays, Graduations,
Engagements, Thank You,
In Memory, Family Reunions,
Weddings (with photo)

1 col up to 4" deep.	REG. \$79.30	\$57.00
Each additional inch.....		\$20.00
2 col up to 4" deep..	REG. \$158.59	\$95.00
Each additional inch.....		\$42.00

Obituaries (2 column only)

2 col up to 5" deep	REG. \$185.27	\$82.00
2 col w/ photo up to 5" deep	REG. \$198.24	\$84.00
Each additional inch, 2 column add		\$36.00

Classified Word Ads

*Rate varies by length of wording in ad.
Please provide ad content for a price quote.*

SUBSCRIPTIONS Printed

Within Manitoba (Taxes included)

One Year.....	\$61. ³⁸
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Within Canada (GST included)

but outside Manitoba	\$60. ⁹⁰
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US Snowbird Rate. taxes included	\$3. ⁸⁴ /week
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Online

One Year	Six month	Three month
\$36. ⁰⁰	\$26. ⁷⁰	\$18. ⁵⁰

RIVERS **BANNER**

CLASSIFIED DISPLAY ADS

Births, Birthdays, Graduations,
Engagements, Thank You,
In Memory, Family Reunions,
Weddings (with photo)

1 col up to 4" deep.	REG. \$45.30	\$36.00
Each additional inch.....		\$13.00
2 col up to 4 " deep.	REG. \$90.60	\$59.00
Each additional inch.....		\$24.00

Obituaries (2 column only)

2 col up to 5" deep	REG. \$102.77	\$49.00
2 col w/ photo up to 5" deep	REG. \$133.26	\$56.00
Each additional inch, 2 column add		\$24.00

Classified Word Ads

*Rate varies by length of wording in ad.
Please provide ad content for a price quote.*

SUBSCRIPTIONS Printed

Within Manitoba (Taxes included)

One Year.....	\$52. ⁰³
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Within Canada (GST included)

but outside Manitoba	\$59. ⁰⁸
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US Snowbird Rate. taxes included	\$3. ⁸⁴ /week
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Online

One Year	Six month	Three month
\$36. ⁰⁰	\$26. ⁷⁰	\$18. ⁵⁰

BUSINESS DIRECTORY

Small REG. \$20.28.....	\$14.50
Large REG. \$40.55.....	\$25.50

FLYER INSERTION PRICES

as of February 1, 2020.

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 \$100/M.

	Special Section (Both Papers)	Neepawa Banner & Press	Rivers Banner
full page	\$1,399	\$1,044.86	\$590.57
1/2 page	\$859	\$582.82	\$324.49
1/4 page	\$499	\$350.45	\$176.85
1/8 page	\$289	\$208.15	\$94.61
Double Business Card	\$229	\$158.59	\$90.60
Business Card	\$119	\$79.30	\$45.30
Minimum (1/2 Business Card)		\$39.65	\$30.09
Front page ear (Business Card)		\$130.00	\$94
Front page Banner (2" deep)	\$429	\$314.00	\$207.00
Front page Banner (3" deep)	\$639	\$450.00	\$305.00
National line rate		\$1.17	\$0.83

Regular Section Promo's & Pricing

Does not apply to Special Section pricing

Book both papers & get 10% off

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
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published weekly – Friday edition

Ad Booking & Copy Deadline: Tuesday 12 noon

NEEPAWA **Banner & Press**

Advertise
in the

RIVERS
BANNER

FARMERS' ADVOCATE

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

Contact Joel Asselstine at

204-476-3401

sales2@neepawabanner.com



We'd 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