

2024 Media Kit



Empire-Advance
serving Virden & area since 1885

**305 Nelson Street West
Box 250, Virden, MB R0M 2C0**

Display ads: virdenempireadvance@outlook.com

Classified word ads:

virdenempireadvance@outlook.com

News articles: virdenempireadvance@outlook.com

**RIVERS
BANNER**

Box 70, Rivers, MB. R0K 1X0

Display ads: info@riversbanner.com

Classified word ads: info@riversbanner.com

News articles: info@riversbanner.com

CIRCULATION LIST

Town	Total distribution
Virden	1025
Elkhorn	100
Reston	165
Oak Lake	57
Lenore	30
Miniota	25
Kola/Cromer	40
Sinclair	25
Sioux Valley	30
Kenton	75
Brandon	860
Pipestone	20
Alexander	50
Total circulation in Trade Area	2,502
Subscriptions & Online Readers	4,746
Total circulation	7,248

CIRCULATION LIST

Town	Total distribution
Rivers	884
Rapid City	150
Oak River	75
Forrest Station	50
Cardale	24
Harding	14
Bradwardine	10
Brandon	860
Alexander RR1	25
Kenton	70
Oak Lake	25
Hamiota	130
Lenore	30
Virden	50
Total circulation in Trade Area	2,407
Subscriptions & Online Readers	4,663
Total circulation	7,070

Empire-Advance

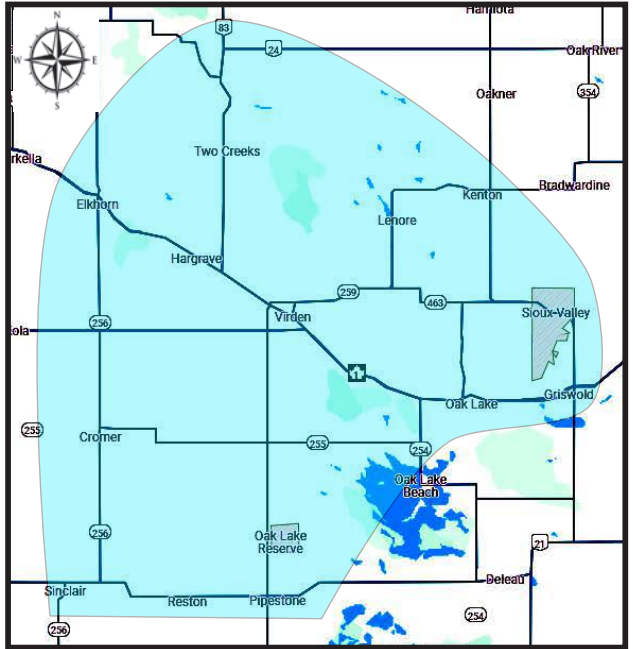
writing think & create since 1997

The Virden Empire-Advance serves the communities of:

- | | |
|----------|--------------|
| Virden | Cromer |
| Elkhorn | Sinclair |
| Reston | Sioux Valley |
| Oak Lake | Kenton |
| Lenore | Brandon |
| Miniota | Pipestone |
| Kola | Alexander |



www.empireadvance.com



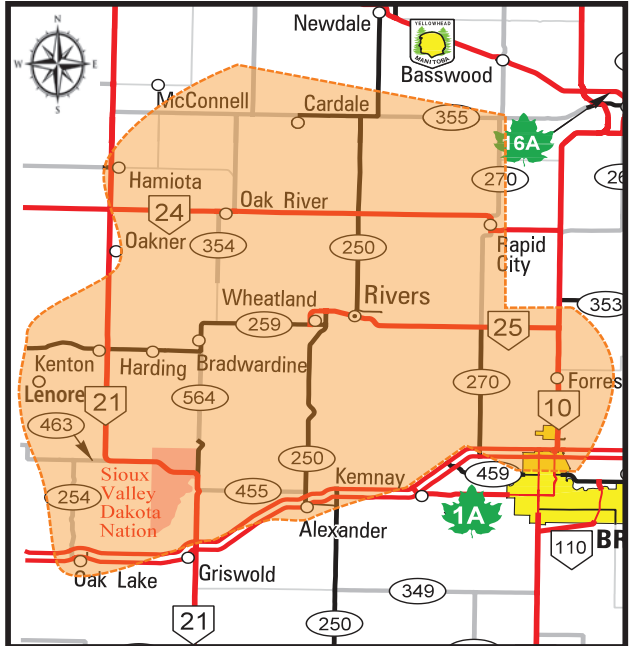
RIVERS BANNER

The Rivers Banner serves the communities of:

- | | |
|-------------|-----------------|
| Rivers | Forrest Station |
| Oak River | Alexander |
| Rapid City | Kenton |
| Cardale | Oak Lake |
| Harding | Hamiota |
| Bradwardine | Lenore |



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" (7.5 picas)
2 column.....	2-3/8" (14.5 picas)
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 (Oil Caps, Jets, etc...),
Farmers' Advocate: Monthly, Valentines Day,
Mother's Day, Home Improvement, Father's Day, Grad,
Canada Day, Meet the Teacher,
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 431-351-1628

Full Page
10.3333" x 14"

1/4 Page
5.0833 " x 6.9167"

1/8 Page
3.3333" x 5.25"

1/2 Page
10.3333" x 6.9167"

Business Card
3.3333" x 2"

1/4 Page
6.8333" x 5.25"

Double Business Card
3.3333" x 4"

1/8 Page
5.0833 " x 3.4167"

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

1 col up to 4" deep. REG. \$79.30\$36.00
 Each additional inch.....\$13.00

2 col up to 4" deep.. REG. \$158.59\$59.00
 Each additional inch.....\$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
 Within Canada (GST included)
 but outside Manitoba\$59.08
 US Snowbird Rate. taxes included....\$3.84/week

Online

One Year	Six month	Three month
\$36.00	\$26.70	\$18.50

BUSINESS DIRECTORY

Small REG. \$22.57.....\$20.31
 Large REG. \$45.14.....\$40.64

Prices are per week and when booked for 1 year.

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FLYER INSERTION PRICES

as of June 1, 2024.

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 \$112/M.

	Special Section (Both Papers)	Empire-Advance	Rivers Banner
full page	\$1,004	\$590.57	\$590.57
1/2 page	\$552	\$324.49	\$324.49
1/4 page	\$300	\$176.85	\$176.85
1/8 page	\$160	\$94.61	\$94.61
Double Business Card	\$181	\$90.60	\$90.60
Business Card	\$77	\$45.30	\$45.30
Minimum (1/2 Business Card)		\$30.09	\$30.09
Front page ear (Business Card)		\$94	\$94
Front page Banner (2" deep)	\$352	\$207.00	\$207.00
Front page Banner (3" deep)	\$519	\$305.00	\$305.00
National line rate		\$0.83	\$0.83

Regular Section Promo's & Pricing

Does not apply to Special Section pricing

Book both papers & get 15% 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

Empire-
Advance

RIVERS
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