

2020

UNITER

ONLINE AND PRINT ADVERTISING RATES

WE'RE AT THE UNIVERSITY OF WINNIPEG PLUS 70 LOCATIONS AROUND THE CITY

FIND US IN: THE EXCHANGE DISTRICT—OSBORNE VILLAGE—CORYDON—ST. BONIFACE—
SHERBROOK—WOLSLEY—THE UNIVERSITY OF WINNIPEG—RED RIVER COLLEGE

SPECIAL ISSUES

UNITER 30

—
Winnipeg's top 30 favourite local people, places and things

UNITER FIVER

—
Winnipeg's top five up-and-coming local musicians and bands

URBAN ISSUE

—
A more in-depth look at core area news, art and people

FESTIVAL GUIDE

—
A handy tool for summer activities and festivities

2021

GST APPLIES

FULL PAGE



CONTACT REP.
FOR CURRENT
AVAILABILITY.

INSIDE FRONT COVER

\$900 B&W

\$1200 CMYK

OUTSIDE BACK COVER

\$1350 CMYK

FULL PAGE

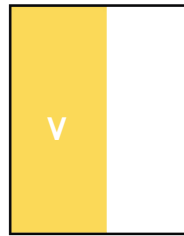


STANDARD

\$800 B&W

\$1000 CMYK

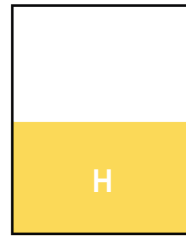
1/2 PAGE



VERTICAL

4.875" W x 16" H

\$500 B&W

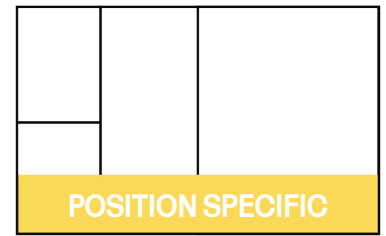


HORIZONTAL

9.875" W x 7.5" H

\$650 CMYK

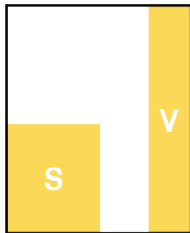
CENTRE SPREAD BANNER



21" W x 3.75" H

\$800 CMYK

1/4 PAGE



STANDARD

4.875" W x 7.5" H

V. BANNER
2.35" W x 15.25" H

\$250 B&W

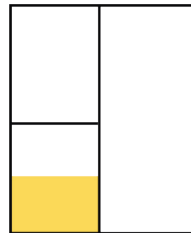


H. BANNER

9.875" W x 3.75" H

\$350 CMYK

1/8 PAGE

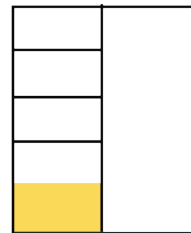


4.875" W x 3.625" H

\$125 B&W

\$250 CMYK

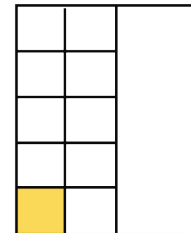
1/10 PAGE



4.875" W x 2.85" H

\$75 B&W

1/20 PAGE



2.35" W x 2.85" H

\$50 B&W

AD DESIGN IS
AVAILABLE

DEADLINES

BOOKING: Friday at noon—the week prior to publication

ART: Monday at noon—the week of publication

**BOOK 3 OR MORE
CONSECUTIVE ADS
AND SAVE!**

**15% ON 3 ADS
20% ON 4-7 ADS**

**ANNUAL RATES
AVAILABLE**

Special rates for University
of Winnipeg departments,
students & alumni

2020-21 PUBLISHING CALENDAR

2020

Sept. 10, 17, 24

Oct. 8, 22, 29

Nov. 5, 12, 19, 26

Dec. 3

2021

Jan. 7, 14, 21, 28

Feb. 4, 11, 25

Mar. 4, 11, 18, 26

Apr. 1

CIRCULATION

4000 weekly

(On and off campus distribution every Thursday)

ART & COLOUR SPECIFICATIONS

All files must be supplied electronically.
PDF or JPG, 300 DPI, built to final trim size.
No bleeds or crops are required. Ad material not
sent at the proper dimensions will be scaled to fit the
space.

Ads may NOT be in MS Word or MS Publisher format. All
other formats must be approved before sending.

All colour ads must be built in CMYK.
All B&W ads must be built in Grayscale.

DO NOT supply ads containing spot
colours (eg. Pantones).

AD DESIGN IS AVAILABLE.

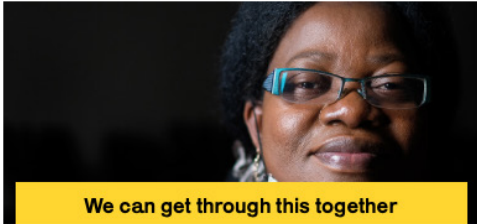
*Ads supplied in colour mode other than CMYK or
Grayscale will be converted in-house.

*We reserve the right to refuse any ads that does not
meet our specifications.

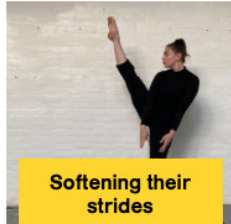
ADVERTISING REP.

OLIVIA NORQUAY, BUSINESS MANAGER

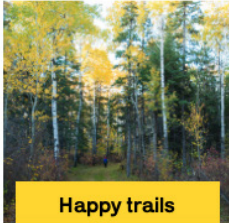
PH: 204.786.9790—FAX: 204.783.7080—E: BUSINESSMGR@UNITER.CA



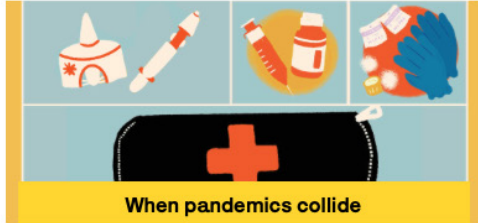
We can get through this together



Softening their strides



Happy trails



When pandemics collide



CURRENT ISSUE

IN THIS ISSUE



Origin Stories



Angels, demons and vagina witchcraft



'Parks are not for sale'

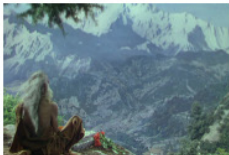


U of W students elect new UWSA president



Feeling blue while seeing red

MORE RECENT STORIES



Critepig: Black Narcissus (1947)

Available on Apple TV and Criterion Channel



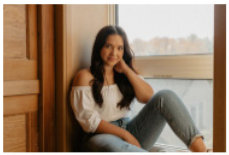
Foreigner Affairs

Immigrants and reform



Meet your Meat

Local meat farmers provide assurance of ethical farming



Metis connections

Online platforms bring the Métis community together



Friendly Manitoba?

U of W an attractive option for many American students



Possibly Manitoban?

Society for Manitobans with Disabilities rebrand is confusing and infantilizing

MEDIUM RECTANGLE #1

GET OUR NEWSLETTER

Get the Uniter's top stories in your inbox every week.

Email address

SIGN UP

MEDIUM RECTANGLE #2

POPULAR STORIES

- 1 Possibly Manitoban?
- 2 The Zodiac as snacks
- 3 City Briefs
- 4 Horoscopes
- 5 'Parks are not for sale'
- 6 Softening their strides
- 7 Immigrants and reform
- 8 Angels, demons and vagina witchcraft
- 9 U of W students elect new UWSA president
- 10 Truly making magic

MEDIUM RECTANGLE #3

2020-21 ONLINE AD RATES

GST applies

UNITER.CA

RATES

BOTH DESKTOP AND MOBILE SIZES REQUIRED.

UPPER AND LOWER LEADERBOARD

728px x 90px (Desktop), 300px x 90px (Mobile)

\$150/week \$400/month

(Note: 2 impressions per pageview)

MEDIUM RECTANGLES

300px x 90px (Desktop/Mobile)

\$150/week \$400/month

Prices 50% off if you book print

AD DESIGN IS AVAILABLE.

KEY STATS

12953 unique visitors per month

16028 pageviews per month

(Google Analytics, March 2019)

ART & COLOUR SPECS

All files must be supplied electronically.

JPG or PNG, 72 DPI, built to size.

All ads must be built in RGB.

AD DESIGN IS AVAILABLE.

*We reserve the right to refuse any ad that does not meet our specifications.

AD REP.

OLIVIA NORQUAY, BUSINESS MANAGER

PH: 204.786.9790

E: BUSINESSMGR@UNITER.CA