

2022

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

2023

GST APPLIES

FULL PAGE



CONTACT REP.
FOR CURRENT
AVAILABILITY.

INSIDE FRONT COVER

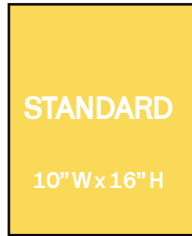
\$990 B&W

\$1320 CMYK

OUTSIDE BACK COVER

\$1485 CMYK

FULL PAGE

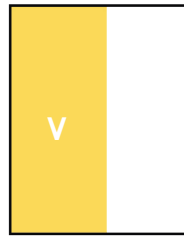


STANDARD

\$880 B&W

\$1100 CMYK

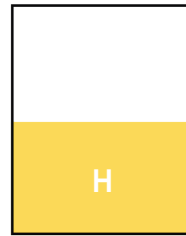
1/2 PAGE



VERTICAL

4.875" W x 16" H

\$550 B&W

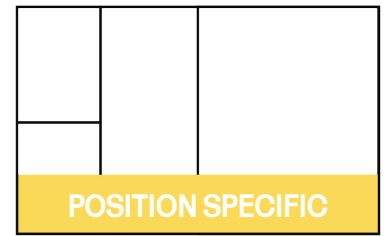


HORIZONTAL

9.875" W x 7.5" H

\$715 CMYK

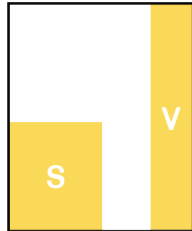
CENTRE SPREAD BANNER



21" W x 3.75" H

\$880 CMYK

1/4 PAGE



STANDARD

4.875" W x 7.5" H

V. BANNER
2.35" W x 15.25" H

\$275 B&W

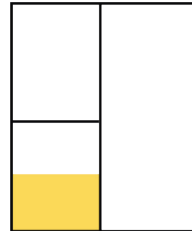


H. BANNER

9.875" W x 3.75" H

\$385 CMYK

1/8 PAGE

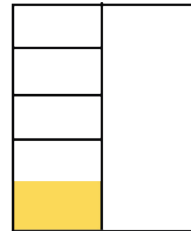


4.875" W x 3.625" H

\$138 B&W

\$275 CMYK

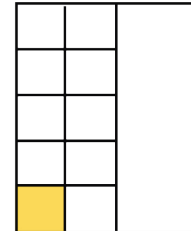
1/10 PAGE



4.875" W x 2.85" H

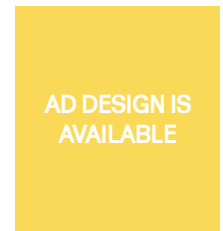
\$83 B&W

1/20 PAGE



2.35" W x 2.85" H

\$55 B&W



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

2022-23 PUBLISHING CALENDAR

2022

Sept. 8, 15, 22, 29
Oct. 6, 20, 27
Nov. 3, 10, 17, 24
Dec. 1 (Uniter 30)

2023

Jan. 5, 12, 19, 26
Feb. 2, 9, 16
Mar. 2, 9, 16, 23
Mar. 30 (Urban Issue)

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.

VALERIE CHELANGAT, BUSINESS MANAGER

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



IN THIS ISSUE



MORE RECENT STORIES



Critique: Black Narcissus (1947)

Available on Apple TV and Amazon Prime



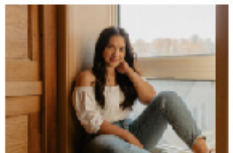
Foreigner Affairs

Immigrants and refugees



Meet your Meat

Local meat farmers provide assurance of ethical farming



Melis connections

Online platform bring the Melis community together



Friendly Manitoba?

Is it an attractive option for many American students?



Possibly Manitoban?

Society for Manitobans with Disabilities rebrand is confusing and frustrating

MEDIUM RECTANGLE #1

GET OUR NEWSLETTER

Get the latest news, local stories & special advertising opportunities.
 First name
 Email

MEDIUM RECTANGLE #2

POPULAR STORIES

- 1 Possibly Manitoban?
- 2 The Zodiac as zombie
- 3 City Briefs
- 4 Homecomings
- 5 'Panic at the disc' for guitar
- 6 Softening their strides
- 7 Immigrants and refugees
- 8 A guide, entrepreneur and volunteer
- 9 U of W students in need: new UWMA president
- 10 Truly making magic

MEDIUM RECTANGLE #3

2022-23 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)

\$165/week \$440/month

(Note: 2 impressions per pageview)

MEDIUM RECTANGLES

300px x 250px (Desktop/Mobile)

\$165/week \$440/month

Prices 40% off if you book print

AD DESIGN IS AVAILABLE.

KEY STATS

9,017 new users per month

19,682 page views per month

(Google Analytics, January 2021)

ART & COLOUR SPECS

All files must be supplied electronically.

JPG or PNG, 72 DPI, built to size.

All ads must be built in RGB.

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AD REP.

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 E: BUSINESSMGR@UNITER.CA