

2012 DISPLAY ADVERTISING RATES



Deliver your message to 110,100 readers daily



PRINT • ONLINE • MOBILE

● display rates

	Mon-Thu	Fri,Sat	Sun
Casual Rate.....	\$2.42	\$2.53	\$3.06
Discount for multiple insertions:			
Over \$5,000.....			5%
Over \$10,000.....			10%
Over \$25,000.....			15%
Over \$50,000.....			20%
Over \$100,000.....			30%
Over \$200,000.....			35%
Non-Profit.....			45%

● colour advertising (add)

BW+1.....	\$400
BW+2.....	\$750
BW+3.....	\$1,200

Minimum size of colour ads is 400 agate lines. All colour agreements subject to availability. Non-discounted colour rates will take precedence.

● position charges

All advertisements are accepted as run of paper unless guaranteed.

Outside Back Page.....	25% per line
Guaranteed Page or Section (if available).....	15% per line
Any acceptable position on page.....	15% per line

● special classifications

Commercial.....	\$5.17
Legal.....	\$30.27
Careers.....	\$2.61
Mailbox.....	\$25.50

● prime positions

- Ask about On-Line
- Ask about covering Manitoba - 140,000 homes

● insert rates (CPM)

1 x.....	\$64
6 x.....	\$59
13 x.....	\$50

● 3 x 3 Tab-On (CPM)

	1-6	7+
1 Colour	\$64	\$54
2 Colour	\$71	\$59
3 Colour	\$77	\$64
Full Colour Process	\$92	\$80

ask about opportunities on winnipegssun.com

The Winnipeg Sun
 1700 Church Avenue
 Winnipeg, Manitoba R2X 3A2
 Display Advertising 204.632.2722
 Email: wpgsun.display@sunmedia.ca

NOTE: All rates indicated are net.
 *RATES SUBJECT TO CHANGE WITHOUT NOTICE

mechanical requirements

NEWSPAPER

- a) Printing Method - Offset
- b) 14 agate lines to the inch
- c) Size of daily newspaper, 10 columns x 160 agate lines, typespace 10.333 x 11.428 inches (1600 agate lines per page).
- d) Column Width:
 - 1 column - 5 picas 3 pts (.883")
 - 2 columns - 11 picas 7 pts (1.933")
 - 3 columns - 17 picas 10 pts (2.983")
 - 4 columns - 24 picas 2 pts (4.033")
 - 5 columns - 30 picas 6 pts (5.083")
 - 6 columns - 36 picas 9 pts (6.133")
 - 7 columns - 43 picas 1 pt (7.183")
 - 8 columns - 49 picas 4 pts (8.233")
 - 9 columns - 55 picas 8 pts (9.283")
 - 10 columns - 62 picas (10.333")

NOTE: 9 column not available

- e) Halftone screen required - 100 lines per inch
 - f) All advertising of 140 agate lines or more in depth on one or more columns in width will be invoiced as 160 agate lines per column (full depth)
- SUN TELEVISION TV Book**

- a) Size of book 6 col. x 156 agate lines. Typespace 9.833" x 11.143" (936 agate lines/page)

Column widths:

1 Col. 2 Col. 3 Col. 4 Col. 5 Col. 6 Col.
1.535" 3.194" 4.854" 6.514" 8.174" 9.833"

- b) Maximum Depth - 156 agate lines. Minimum Depth - 20 agate lines
- c) Halftone screen required - 100 lines per inch

space reservations & closing

AD DATE	BOOKING DEADLINE	PROOF NOT REQUIRED	PROOF REQUIRED	PROCESS COLOUR AD PROOF REQUIRED
Monday	9 A.M. Friday (3 days prior)	12 Noon Friday (3 days prior)	5 P.M. Thursday (4 days prior)	5 P.M. Wednesday (5 days prior)
Tuesday-Friday	9 A.M. (1 day prior)	12 Noon (1 day prior)	5 P.M. (2 days prior)	5 P.M. (3 days prior)
Friday Preprint (Autonet)	9 A.M. Tuesday (3 days prior)	12 Noon Wednesday (2 days prior)	5 P.M. Tuesday (3 days prior)	5 P.M. Monday (4 days prior)
Saturday	9 A.M. Friday (1 day prior)	12 Noon Friday (2 days prior)	5 P.M. Thursday (2 days prior)	5 P.M. Wednesday (3 days prior)
Sunday	9 A.M. Friday (2 days prior)	12 Noon Friday (2 days prior)	5 P.M. Thursday (3 days prior)	5 P.M. Wednesday (4 days prior)
TV Book	9 A.M. Wednesday (4 days prior)	12 Noon Wednesday (2 days prior)	5 P.M. Tuesday (3 days prior)	5 P.M. Monday (4 days prior)

- a) Above deadlines also apply to electronically delivered ads.
- b) In the event of a non-publishing day, deadlines are 24 hours in advance of deadlines above.
- c) Cancellations: B&W ad no later than 11:00 A.M. 1 day before insertion, colour ad, 3 days in advance.

Kevin Klein
Publisher & CEO
Tel 204.632.2752
kevin.klein@sunmedia.ca

A Division of Sun Media Corporation - A Quebecor Media Company

electronic advertising

The Winnipeg Sun can accept advertising created in the following Macintosh based programs:

- Adobe InDesign v.CS, CS2, CS3
- Quark XPress v.4.11, 5, 6.5, 7
- Adobe Illustrator v. 8, 9, 10, CS3
- Adobe Acrobat v.4, 5, 6, 7
- Adobe PhotoShop v.5, 6, 7, CS3
- MultiAd Creator / Creator 2
- Macromedia Freehand v. 9, 10

Electronic files can be accepted on the following media: • CD's

The following must accompany the electronic file of the advertisement:

- The latest hardcopy proof (laser paper proof/ single-sheet proof).
- All fonts (postscript and screen) used in the advertisement (if non-PDF format).
- All EPS and/or TIFF files that are used in the advertisement (if non-PDF format).
- PDF files should be supplied in composite CMYK colour and the file should have all fonts embedded.
- Electronic ads can be e-mailed to wpgsun@wpgsun.com (not recommended for files over 5mb).
- FTP Site: Clients should contact us (204) 632-2743 to set up a private drop folder for electronic ads.

terms of payment

- a) Invoices payable within 30 days from date of invoice.
- b) Agency Commission - 15% only to recognized advertising agencies.
- c) Overdue amounts charged 1.5% per month.

miscellaneous

- a) The publisher has the right to modify the rates of a Preferred Rate Agreement or rate card with 30 days notice. Where one or more other Winnipeg daily undergoes a strike situation, only 7 days notice is required.
- b) Publication of each and every advertisement is subject to the approval of the publisher. The publisher reserves the right to refuse to publish any advertisement without notice or reason.
- c) The publisher has the right to add the word "advertisement" to any advertisement and the right to classify, censor, reject or revise any advertisement, without notice.
- d) The publisher shall not be liable for damages arising out of errors in an advertisement beyond the amount charged for the space actually occupied by that portion of the advertisement in which the error occurred, whether such error is due to the negligence of the publisher's servants or otherwise; and there shall be no liability for non-insertion of any advertisement beyond the amount charged for such advertisement.
- e) The advertiser shall be responsible for errors on advertisements that fail to meet any of the proof deadlines.
- f) The publisher is not responsible for advertising material unless return delivery instructions from the advertiser are received within 30 days after publication.
- g) Should any error be made by The Winnipeg Sun which in its judgment materially affects the value of the advertisement to the advertiser, a corrected advertisement will be inserted upon demand without further charge. "Make good" insertions will not be granted on minor errors which do not lessen the value of the whole advertisement. Notice of error required before second insertion. The Winnipeg Sun will not be responsible for more than one incorrect insertion.
- h) The publisher has the right to enforce a minimum charge exceeding the rate card for non-standard requests.
- i) Where colour and/or position guarantees cannot be met by The Winnipeg Sun, only the amount paid for colour and/or position will be credited to the advertiser. No "make good" insertion will be granted.
- j) Excessive corrections or remakes of production proofs will be charged at regular production rates.
- k) Advertisements ordered in a special space shall be measured from cut-off rule to cut-off rule, but not to exceed the space ordered.
- l) Contingent orders will not be accepted.
- m) Charges for rental of boxes are extra - \$25.00. Replies are mailed out.
- n) Contest advertising to include publication of results, and advertising must be submitted in advance and include the rules of the contest.
- o) Not responsible for incorrect appearance of key numbers.
- p) Preferred Rate Agreement(s) are subject to cancellation unless copy starts within 60 days of date of Preferred Rate Agreement(s).

