



Read us for
award-winning news.
Partner with us for our
experience and reach.

MEDIA KIT
2025

The Carillon



Whether you are a new client building your brand or a global company seeking expansion into our market, our team of local experts will help you achieve your goals.

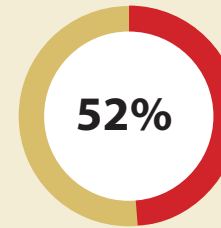
TABLE OF CONTENTS

Audience Engagement3
Special Features4
Sponsored Content5
Wraps6
Digital Services7
Social Media Campaigns8
Mobile & Desktop Ad Units9
Wallpaper Specifications 10
In-stream Video Ads 11
Print Ad Sizes 12

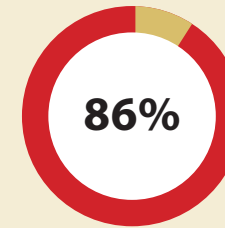
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AUDIENCE ENGAGEMENT

THECARILLON.COM TRAFFIC



52% of
pageviews
originated in
Manitoba



86% of
pageviews
originated
in Canada

MONTHLY USERS:

12,200

MONTHLY SESSIONS:

18,000

MONTHLY PAGEVIEWS:

26,200

Sources: Google Analytics Monthly Average From October 2023-March 2024

- Partner to create your print/digital supplement or feature.
- Share content in supplements that dive into topics vital to Manitobans.

The Carillon

APRIL 27, 2023

GOLF

GUIDE 2023

BUFFALO POINT
Your Outdoor Destination

Lake of Sandflies
the GOLF COURSE

FISH | STAY | CAMP | DINE | WEEKEND STAY N PLAY DEALS

204.637.2777

BUFFALOPOINT.CA



MAY 2024 • VOLUME 7

PROFILES

Southeast & Surrounding Area

Sleep Suite Motel draws on strong community roots

The Carillon

LOCAL BUSINESSES INVITE YOU TO HEAR THEIR STORY



SPONSORED CONTENT

Your story – your choice

- Create your own article or craft with our experts.
- Run in print and in digital.
- Promote online or through social media channels.

“We need to stop interrupting what people are interested in and be what people are interested in.”

– Craig Davis

BE SEEN FIRST

Wrap your message around the news



2-Page Wrap

Includes a front page and page 2



4-Page Wrap

Includes a front page, an inside spread that wraps around section, and a back cover

FP **DIGITAL** SERVICES

Partnering with us not only guarantees success in reaching your business goals, but also unleashes the full potential of your brand with our comprehensive and customized marketing solutions.

We don't just sell products; we create holistic solutions that directly align with your objectives and goals, ensuring a strategic and purposeful approach to your marketing. Whether it's enhancing brand visibility, driving sales, or fostering customer engagement, our tailored marketing is designed to propel your organization towards success.

- **Owned and Operated - winnipegfreepress.com**
 - Brand safe engagement site
 - High Impact Display Advertising
- **Google Advertising**
 - AdWords
 - Display
 - YouTube
- **Social Media Advertising**
 - Meta
 - LinkedIn
- **Social Media Management**
- **Local Search Optimization**
- **Web Development**



SOCIAL MEDIA CAMPAIGNS



Facebook Video Ad Specs:

Formats: MP4, MOV
Dimensions: 1280x720 pixels
Aspect Ratio: 9:16 to 16:9
Max File Size: 4 GB
Max Frames: 30 fps
Max Length: 240 minutes
Recommended Length:
3 minutes
Video Thumbnail:
No more than 20% text

Facebook Ad Image:

Formats: JPG, PNG
Dimensions: 1200x628 pixels
Image Ratio: 9:16 to 16:9
Images that consist of
more than 20%
text may experience
reduced delivery

LinkedIn Image Ads:

Formats: JPG, PNG
Dimensions:
1200x1200 & 800x418 pixels

Instagram Video Ad Specs:

Formats: MP4, MOV
Minimum Resolution:
600x600 pixels
Max Resolution:
1080x1080 pixels
Aspect Ratio: 1:1
Max File Size: 4 GB
Max Video Length: 60 seconds
Max Frames: 30 fps

Instagram Stories Video Ads:

Formats: MP4, MOV
Resolution: 1080x1920 pixels
Aspect Ratio: 9:16
Max File: 4 GB
Max Video Length: 15 seconds

Instagram Image Ads:

Formats: JPG, PNG
Landscape Image Resolution:
1200x628 pixels
Square Image Resolution:
1080x1090 pixels
Stories Image Resolution:
1080x1920
Max File Size: 30 MB



MOBILE & DESKTOP AD UNITS



Why use Bitly link:

Link Shortening:

Simplifies long URLs for easier sharing.

Analytics:

Provides detailed performance data, helping track audience engagement.

Customization:

Allows for branded, recognizable links.

Improved Sharing:

Easier to share across platforms without breaking.

Link Management:

Offers a dashboard to organize and manage links.

Integrations:

Connects with various applications to enhance marketing efforts.

Desktop

Billboard: 970x250

Max file size:

250 kb (jpg or gif)

250 kb (HTML 5)

Ad units available on every page.

Big Box: 300x250

Max file size:

150 kb (jpg or gif)

150 kb (HTML 5)

Ad units available on every page.

Tall Box: 300x600

Max file size:

250 kb (jpg or gif)

250 kb (HTML 5)

Units available on article pages.

Leaderboard: 728x90

Max file size:

75 kb (jpg or gif)

150 kb (HTML 5)

Ad units available on every page.

Superboard: 970x90

Max file size:

150 kb (jpg or gif)

200 kb (HTML 5)

Ad units available on every page.

Mobile

Mobile Banner: 320x50

Max file size:

150 kb (jpg or gif)

150 kb (HTML 5)

Located at the top of the page.

Fixed Mobile Banner:

320x50

Max file size:

150 kb (jpg or gif)

150 kb (HTML 5)

Sits above website content hugging the bottom of the screen.

In-Article Mobile

Big Box: 300x250

Max file size:

150 kb (jpg or gif)

150 kb (HTML 5)

Appears at the top of the story.

Mobile Tall Box: 300x600

Max file size:

250 kb (jpg or gif)

250 kb (HTML 5)

Appears in-article, at the end of the story.

Interstitial Mobile: 320x480

Max file size:

250 kb (jpg or gif)

250 kb (HTML 5)

Covers the majority of the mobile screen.

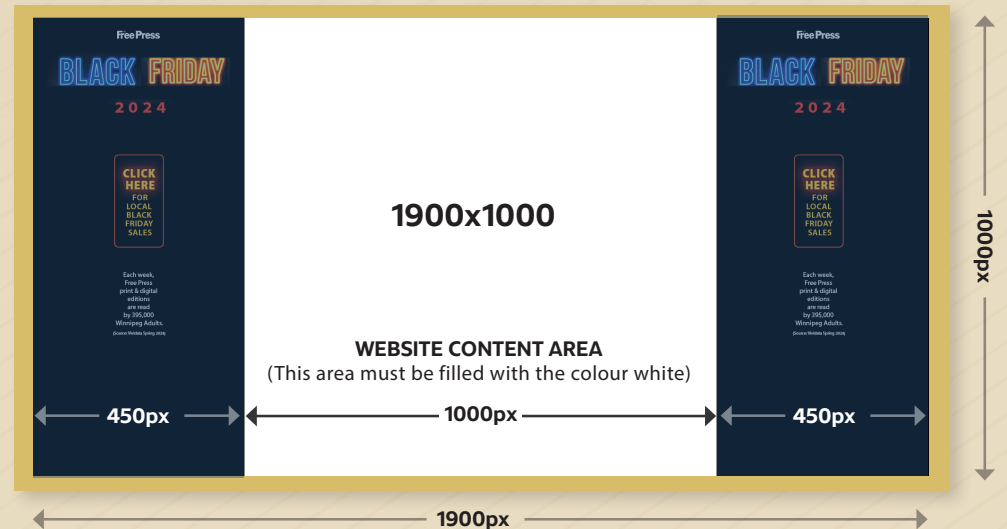
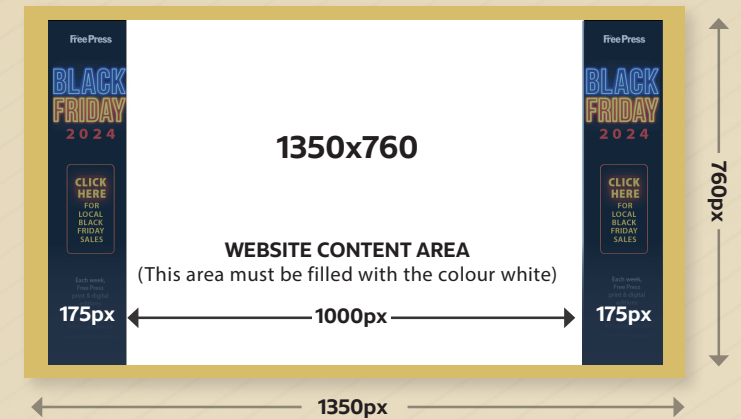
WALLPAPER SPECIFICATIONS

thecarillon.com



Best practices

Wallpapers will not display in their entirety on many screens. Please observe the guidelines to ensure effective delivery of your wallpaper on most screens.





Video
Aspect ratio 16:9
(300x169)

00:00

Tall Box

Ad sizes available for In-Stream

Video: Billboard, Tall Box and Big Box

Video specifications:
YouTube hosted

Video length:
Recommended maximum 1 minute


Recommended minimum width in ad space:
300 pixels

Aspect ratio:
16:9


Minimum width in ad:
300 pixels

BISONS

AT THE CENTRE OF IT ALL

 University of Manitoba

Billboard Video
Aspect ratio 16:9
Minimum 300 pixels



IN-STREAM VIDEO ADS

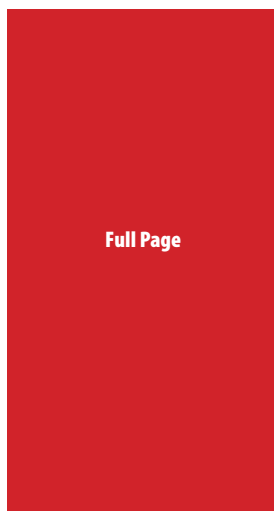
thecarillon.com

Video ad Specifications:

Three components are needed for video ads: The static background graphic (jpg or gif), the video, and a YouTube video link.

Note - All videos will be muted with volume controls. The reader has the option to click for sound.

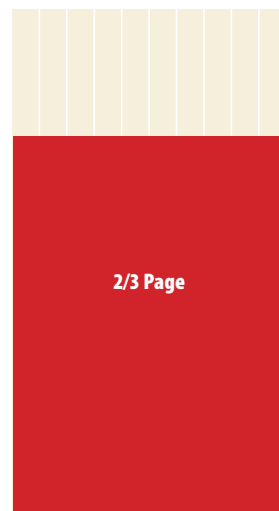
PRINT AD SIZES



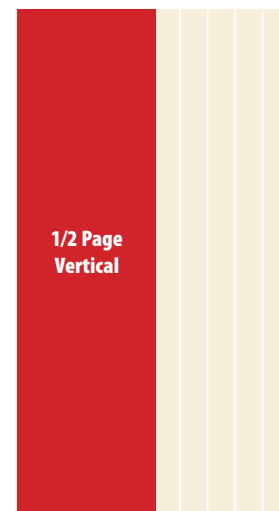
FULL PAGE
11.5" X 21"
(10 column x 294 agates)



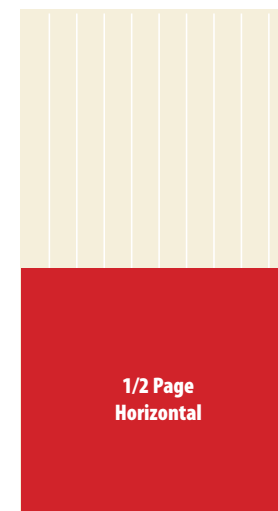
3/4 PAGE
11.5" X 15.714"
(10 column x 220 agates)



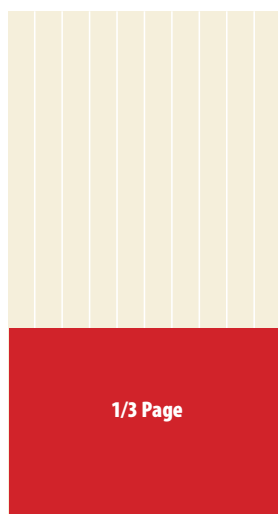
2/3 PAGE
11.5" X 13.857"
(10 column x 194 agates)



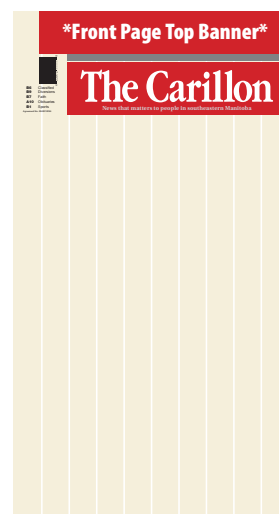
1/2 PAGE VERTICAL
5.708" X 21"
(5column x 294 agates)



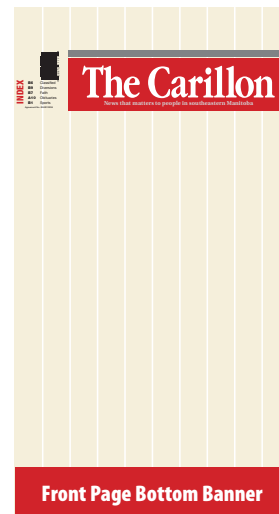
1/2 PAGE HORIZONTAL
11.5" X 10.357"
(10 column x 145 agates)



1/3 PAGE
11.5" X 6.857"
(10 column x 96 agates)



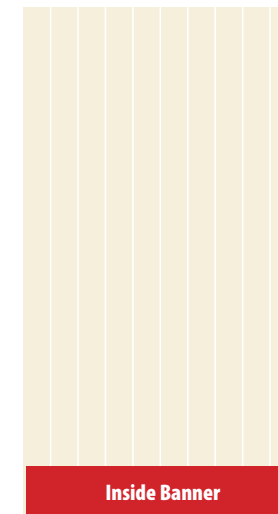
FRONT PAGE TOP BANNER
10.342" X 2"
(9 column x 28 agates)



FRONT PAGE BOTTOM BANNER
11.5" X 2"
(10 column x 28 agates)

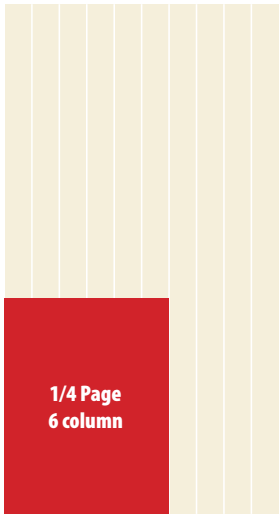


FRONT PAGE VERTICAL BANNER
2.234" X 14.071"
(2 column x 197 agates)

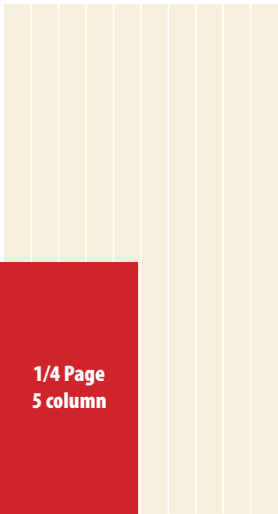


INSIDE BANNER
11.5" X 3"
(10 column x 42 agates)

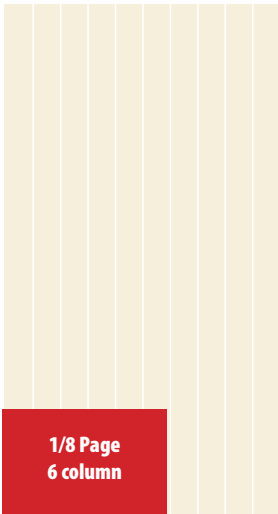
PRINT AD SIZES CONT.



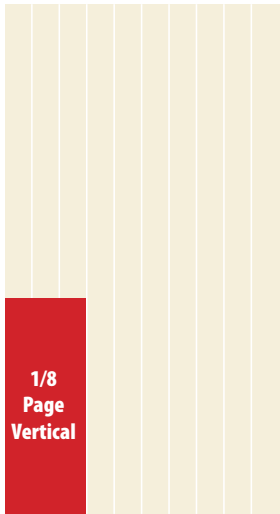
1/4 PAGE 6 COLUMN
6.867" X 8.714"
(6 column x 122 agates)



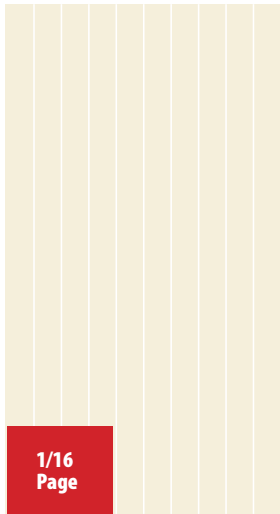
1/4 PAGE VERTICAL
5.708" X 10.357"
(5 column x 145 agates)



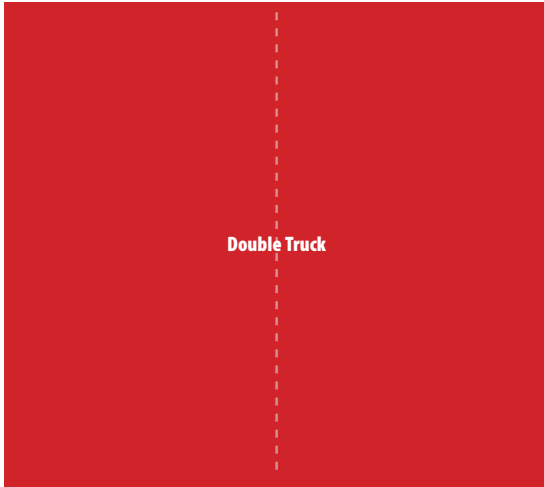
1/8 PAGE HORIZONTAL
6.867" X 4.357"
(6 column x 61 agates)



1/8 PAGE VERTICAL
3.392" X 8.714"
(3 column x 122 agates)



1/16 PAGE
4.550" X 3.286"
(4 column x 46 agates)



DOUBLE TRUCK
24" X 21" (includes gutter)
(20 column x 294 ag)

It is advised to **not** put text or logos closer than a 1/4" on either side of the middle line on the outside pages of a double truck.

COLUMN SIZES	
1	1.075"
2	2.234"
3	3.392"
4	4.550"
5	5.708"
6	6.867"
7	8.025"
8	9.183"
9	10.342"
10	11.500"
20	24.000"
Page gutter	1"