



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





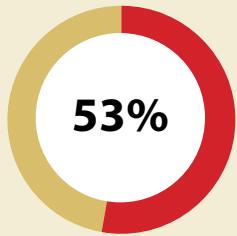
Whether you are a new client building your brand or a global company seeking expansion into our market, our team of local experts will help you achieve your goals.

## TABLE OF CONTENTS

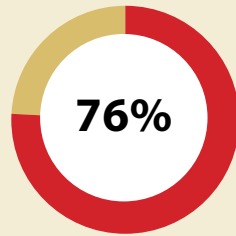
**The Carillon**

# AUDIENCE ENGAGEMENT

THECARILLON.COM



53% of pageviews  
originated in  
Manitoba



76% of pageviews  
originated in  
Canada

MONTHLY USERS:  
**23,500**

MONTHLY SESSIONS:  
**30,600**

MONTHLY PAGEVIEWS:  
**37,780**





# SPECIAL FEATURES

Special Features celebrate the people, places, and stories that make Manitoba unique.

Thoughtfully produced and beautifully designed, they give readers meaningful content they love—and give advertisers a trusted space to reach engaged audiences.

- Partner to create your print/digital supplement or feature.
- Align your message with coffee table worthy magazines.
- Share content in supplements that dive into topics vital to Manitobans.







## SPONSORED CONTENT

**Your story – your choice**

- Collaborate with our experts to create your own article.
- Publish across print, digital or FP Features for maximum reach.
- Amplify your message online and through social media for an even greater impact.

***“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

A wrap in *The Carillon* is a premium advertising format that delivers unmatched visibility and impact by placing your brand message in the most prominent position readers see first.



## 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



# DIGITAL SERVICES

Partner with us to unleash 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**
  - thecarillon.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:

File Type: MP4, MOV  
Resolution: 1080x1080px  
(for desktop & mobile) &  
1080x1920px (mobile only)  
Max file size: 500 MB  
Recommended length:  
30 seconds – 1 minute  
Video Thumbnail:  
No more than 20% text

## Facebook Ad Image:

File Type: JPG, PNG  
Resolution:  
1080x1080px & 1080x1920px  
Max file size: 2 MB

## Instagram Video Ad Specs:

File Type: MP4, MOV  
Resolution: 1140x1800 px  
Max length: 60 seconds  
Max file size: 500MB

## Instagram Stories Video Ads:

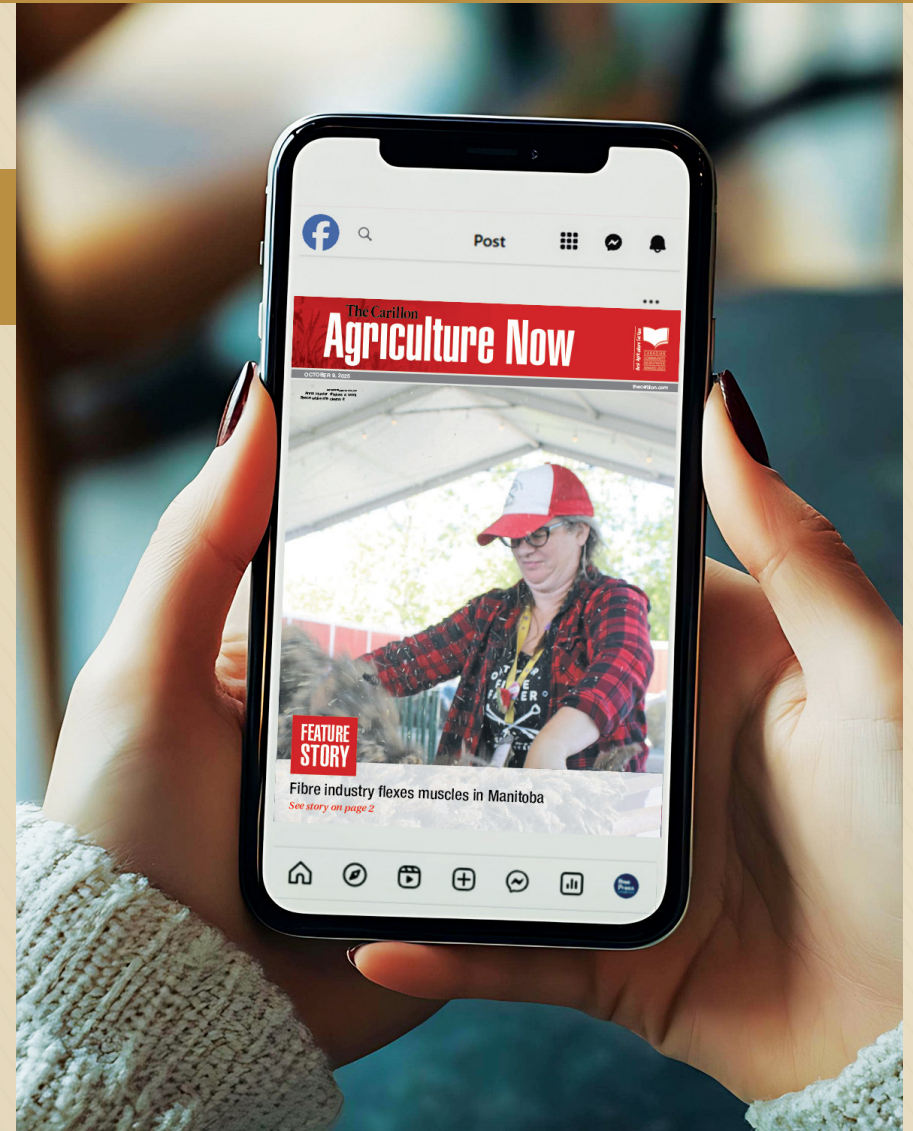
Formats: MP4, MOV  
Dimensions: 1080x1920 px  
Aspect ratio: 9:16  
Maximum length 15 seconds  
Max file size: 500 MB

## Instagram Image Ads:

File Type: JPG, PNG  
Resolution: 1080x1080 px  
Aspect Ratio: 1:1  
Max file size: 2 MB

## LinkedIn Image Ads:

File type: JPG, PNG  
Resolution: 1200x1200  
(square, desktop and mobile)  
2430x4320 px  
(vertical, mobile only)  
Aspect Ratio: 1:1 (square,  
desktop and mobile)  
4:5 (vertical, mobile only)  
Max file size: 1MB





# 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:** 970x250px

**Max file size:** 250 kb

Ad units available on every page.

**Big Box:** 300x250px

**Max file size:** 150 kb

Ad units available on every page.

**Tall Box:** 300x600px

**Max file size:** 250 kb

Ad units available on article pages.

**Leaderboard:** 728x90px

**Max file size:** 150 kb

Ad units available on every page.

**Superboard:** 970x90px

**Max file size:** 200 kb

Ad units available on every page.

## Mobile

**Mobile Banner:** 320x50px

**Max file size:** 150 kb

Located at the top of the page.

**Fixed Mobile Banner:** 320x50px

**Max file size:** 50 kb

Sits above website content hugging the bottom of the screen.

### In-Article Mobile

**Big Box:** 300x250px

**Max file size:** 50 kb

Appears at the top of the story.

**Mobile Tall Box:** 300x600px

**Max file size:** 250 kb

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

**Interstitial Mobile:** 320x480px

**Max file size:** 250 kb

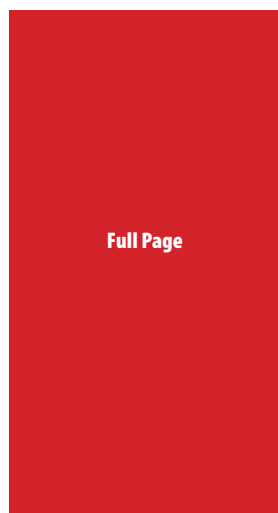
Covers the majority of the mobile screen.

Accepted file formats: jpg, gif, png, HTML5



# PRINT AD SIZES

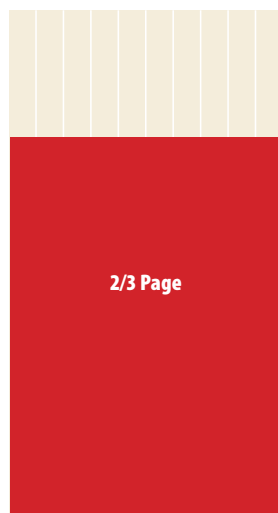
Print Specs: 150 DPI, CMYK, PDF, EPS, JPG, PNG



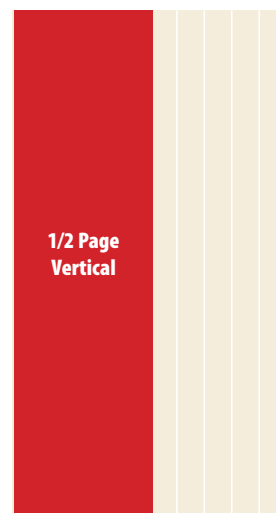
**FULL PAGE**  
11.5"x21"  
(10 column x 294 agates)



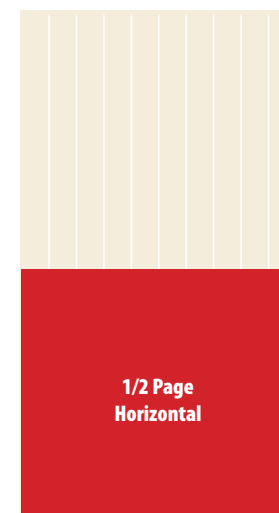
**3/4 PAGE**  
11.5"x15.714"  
(10 column x 220 agates)



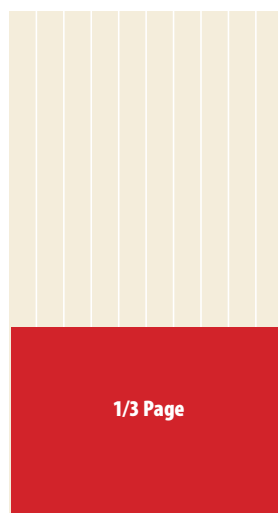
**2/3 PAGE**  
11.5"x13.857"  
(10 column x 194 agates)



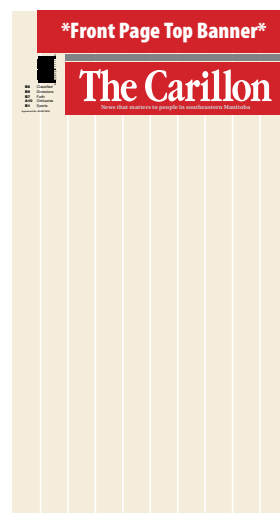
**1/2 PAGE VERTICAL**  
5.708"x21"  
(5 column x 294 agates)



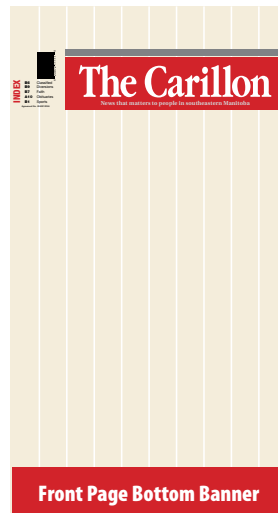
**1/2 PAGE HORIZONTAL**  
11.5"x10.357"  
(10 column x 145 agates)



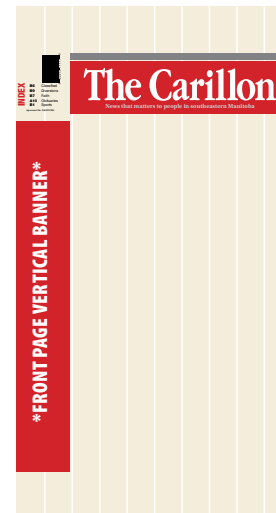
**1/3 PAGE**  
11.5"x6.857"  
(10 column x 96 agates)



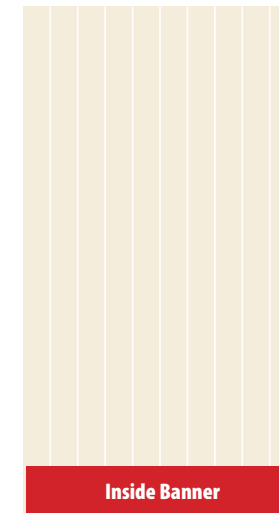
**FRONT PAGE TOP BANNER**  
10.342"x2"  
(9 column x 28 agates)



**FRONT PAGE BOTTOM BANNER**  
11.5"x2"  
(10 column x 28 agates)



**FRONT PAGE VERTICAL BANNER**  
2.234"x14.071"  
(2 column x 197 agates)



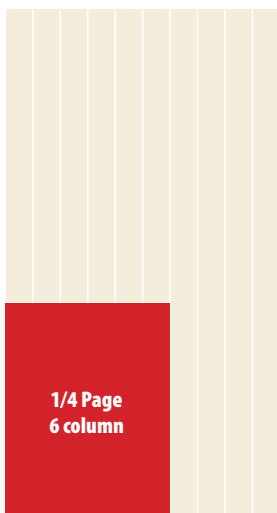
**INSIDE BANNER**  
11.5"x3"  
(10 column x 42 agates)

Many other ad sizes available upon request. 1"=14ag.

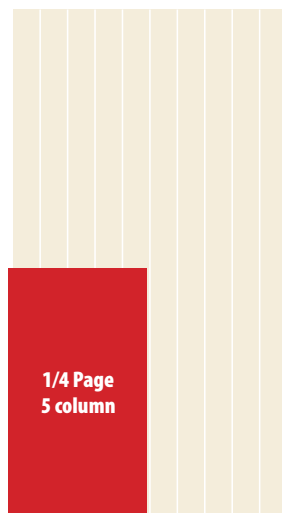


# PRINT AD SIZES CONT.

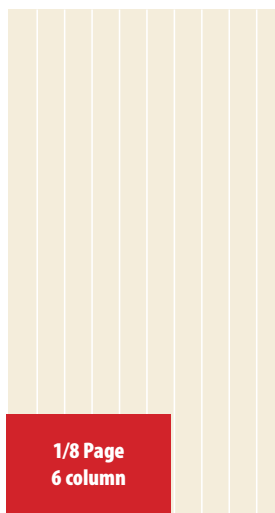
Print Specs: 150 DPI, CMYK, PDF, EPS, JPG, PNG



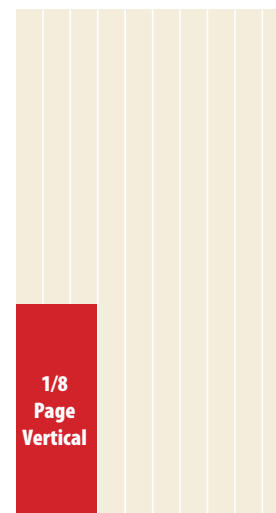
**1/4 PAGE 6 COLUMN**  
6.867"x8.714"  
(6 column x 122 agates)



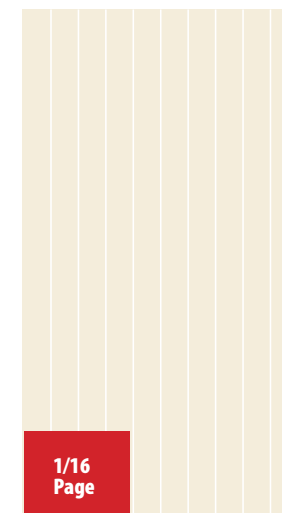
**1/4 PAGE VERTICAL**  
5.708"x10.357"  
(5 column x 145 agates)



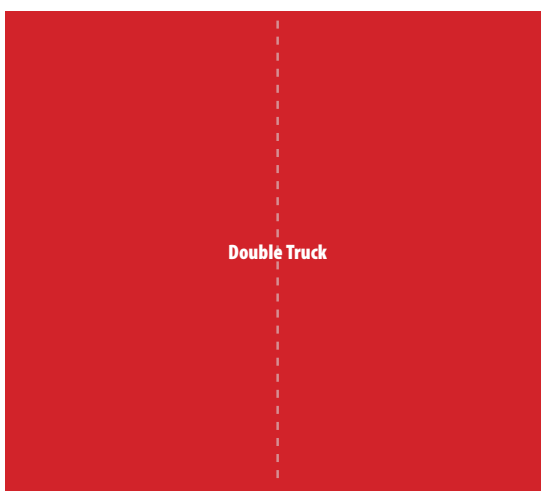
**1/8 PAGE HORIZONTAL**  
6.867"x4.357"  
(6 column x 61 agates)



**1/8 PAGE VERTICAL**  
3.392"x8.714"  
(3 column x 122 agates)



**1/16 PAGE**  
4.550"x3.286"  
(4 column x 46 agates)



**DOUBLE TRUCK**  
24"x21" (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"



# WALLPAPER SPECIFICATIONS

thecarillon.com

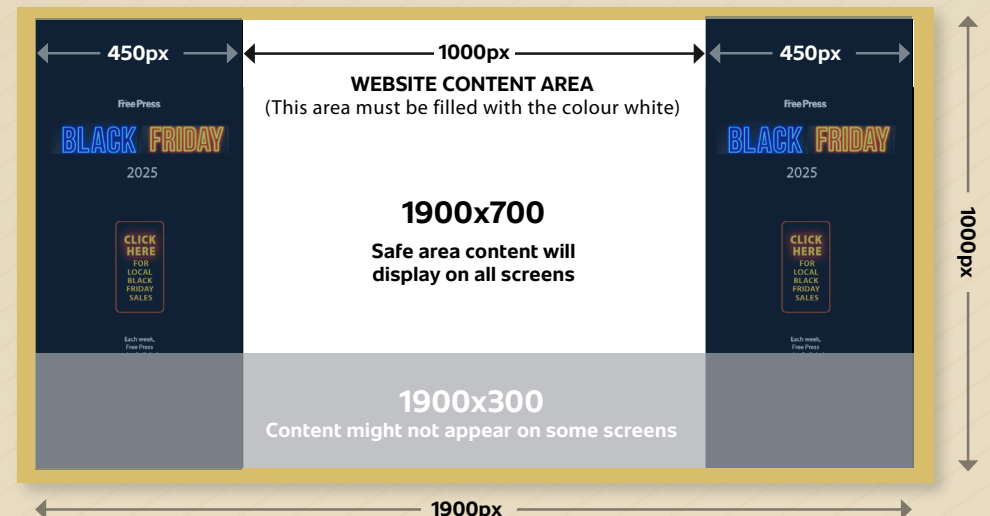
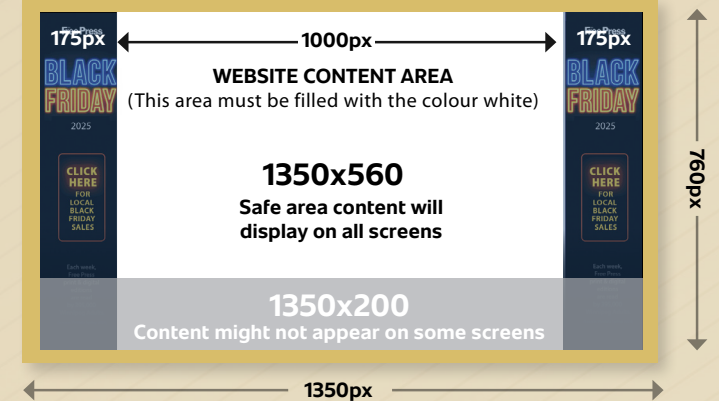
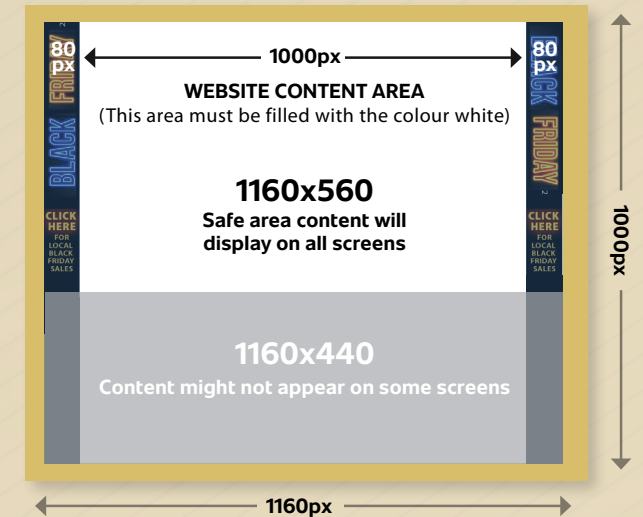


## Best practices

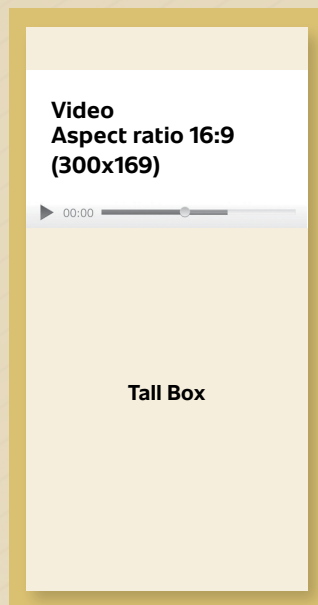
Wallpapers will not display in their entirety on many screens. Please observe the guidelines to ensure effective delivery of your wallpaper on most screens.

## Max file size:

300 kb (jpg or gif)  
Ad unit available on home page or section only.







## Ad sizes available for In-Stream



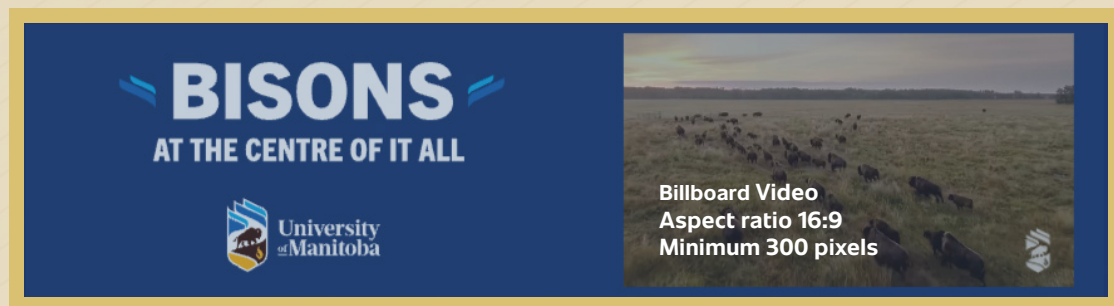
**Video:** Billboard, Tall Box and Big Box

**Video Source:**  
YouTube hosted

**Video length:**  
Recommended maximum 1 minute

**Aspect ratio:**  
16:9

**Minimum width in ad:**  
300px



## IN-STREAM VIDEO ADS

thecarillon.com

### VIDEO AD SPECIFICATIONS:

**Three components are needed for video ads:**

- The static background graphic (jpg or gif)
- YouTube video link.

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