

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



MEDIA KIT
2026

The Carillon



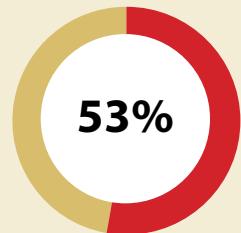
Whether you are a new client building your brand or a global company seeking expansion into our market, our team of local experts will help you achieve your goals.

TABLE OF CONTENTS

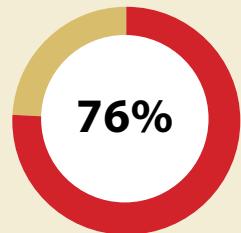
The Carillon

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

Source: Google Analytics Q4 2025 Monthly Average



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



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

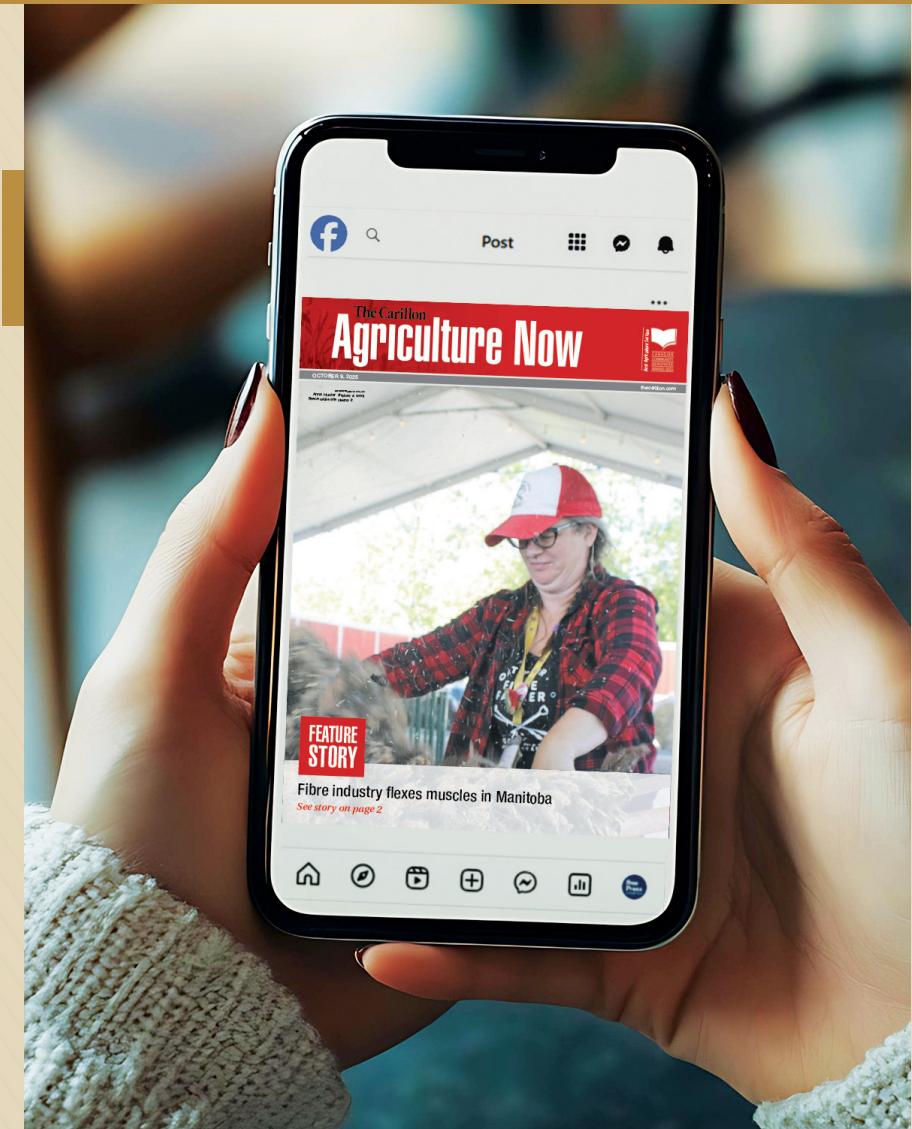
Video Ads:
Formats: MP4, MOV
Dimensions: 1080x1920 px
Aspect ratio: 9:16
Maximum length 15 seconds
Max file size: 500 MB

Instagram Image Ads:

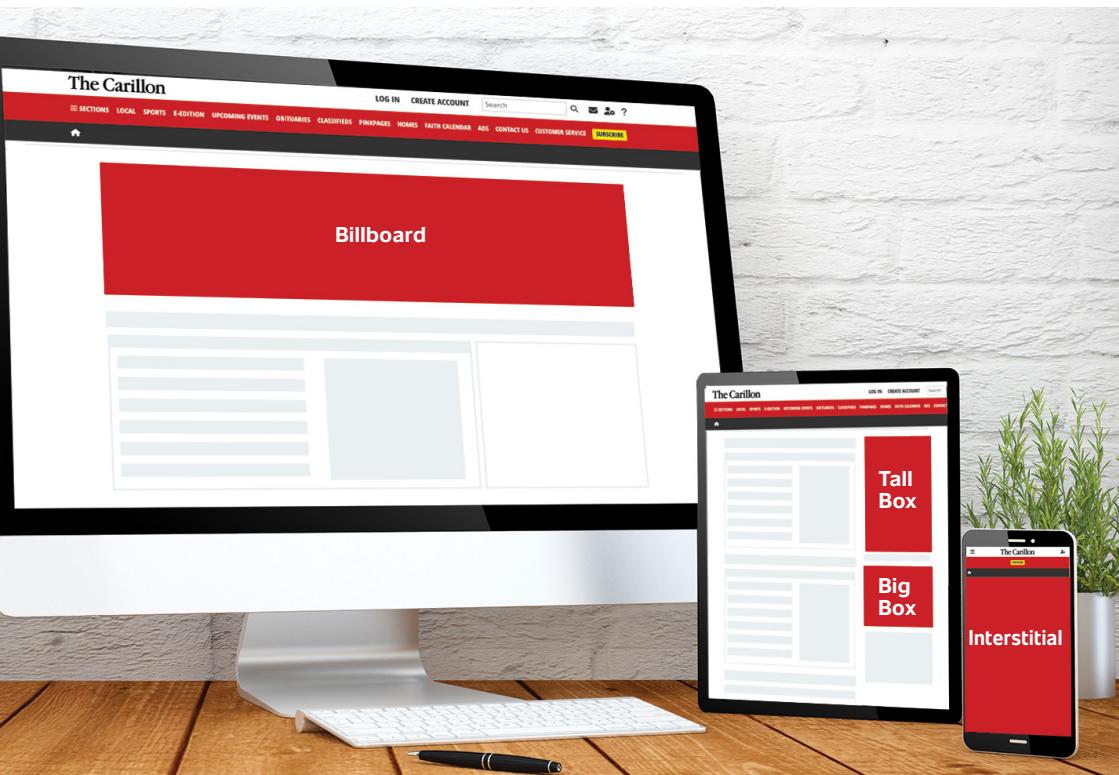
File Type: JPG, PNG
Resolution: 1080x1080 px
Aspect Ratio: 1:1
Max file size: 2 MB

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

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



3/4 Page

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



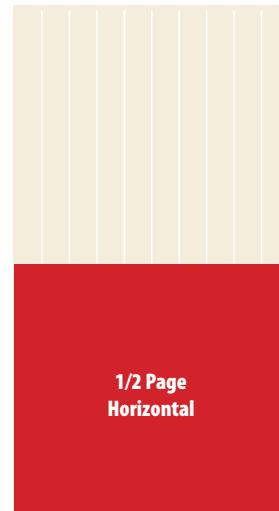
2/3 Page

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



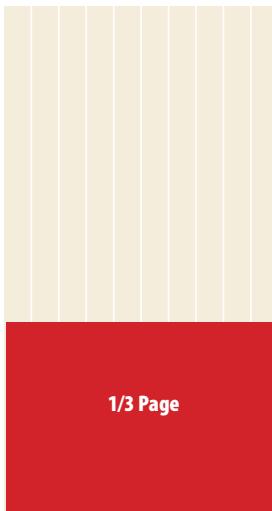
**1/2 Page
Vertical**

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



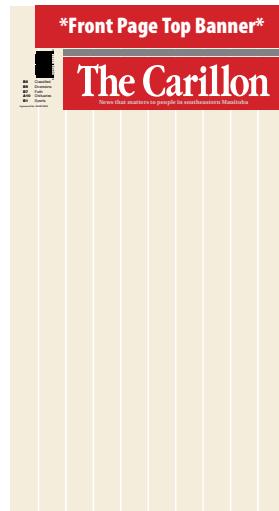
**1/2 Page
Horizontal**

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



1/3 Page

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



Front Page Top Banner
The Carillon
News that matters to people in southwestern Manitoba



Front Page Bottom Banner

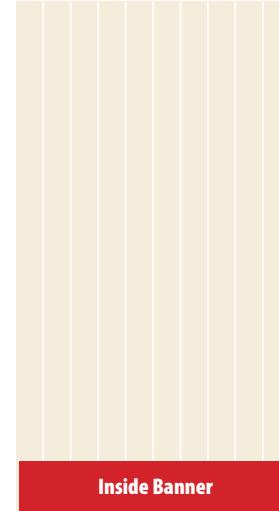
FRONT PAGE BOTTOM BANNER
11.5"x2"
(10 column x 28 agates)



The Carillon
News that matters to people in southwestern Manitoba

FRONT PAGE VERTICAL BANNER

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



Inside Banner

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

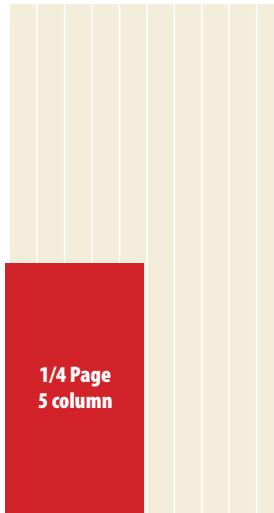
Many other ad sizes available upon request. 1"=14ag.

PRINT AD SIZES CONT.

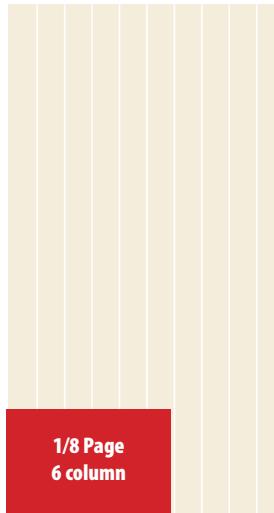
Print Specs: 150 DPI, CMYK, PDF, EPS, JPG, PNG



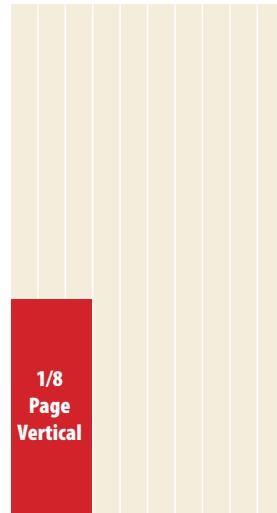
1/4 PAGE 6 COLUMN
6.867" x 8.714"
(6 column x 122 agates)



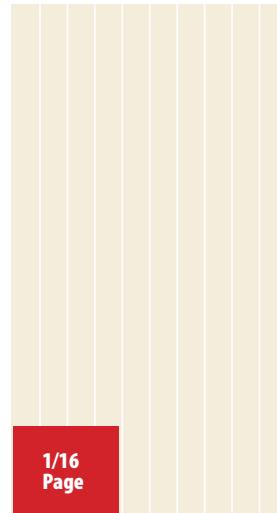
1/4 PAGE VERTICAL
5.708" x 10.357"
(5 column x 145 agates)



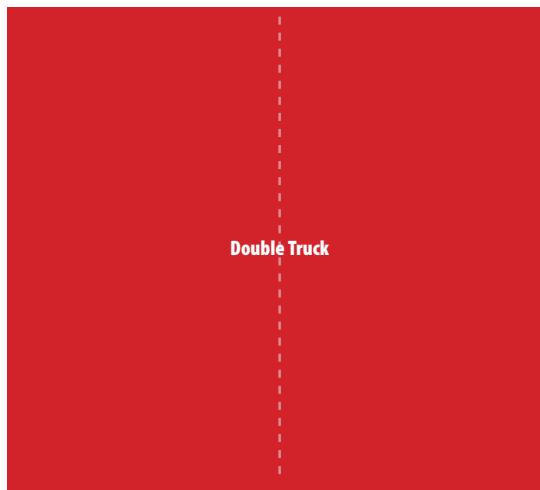
1/8 PAGE HORIZONTAL
6.867" x 4.357"
(6 column x 61 agates)



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"

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.





IN-STREAM VIDEO ADS

thecarillon.com

Ad sizes available for In-Stream

Tall Box
Video
Aspect ratio 16:9
(300x169)
00:00

Big Box
Video
Aspect ratio 16:9
(300x169)
00:00

Billboard
Video
Aspect ratio 16:9
Minimum 300 pixels

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

BISONS
AT THE CENTRE OF IT ALL
University of Manitoba

Billboard Video
Aspect ratio 16:9
Minimum 300 pixels

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.