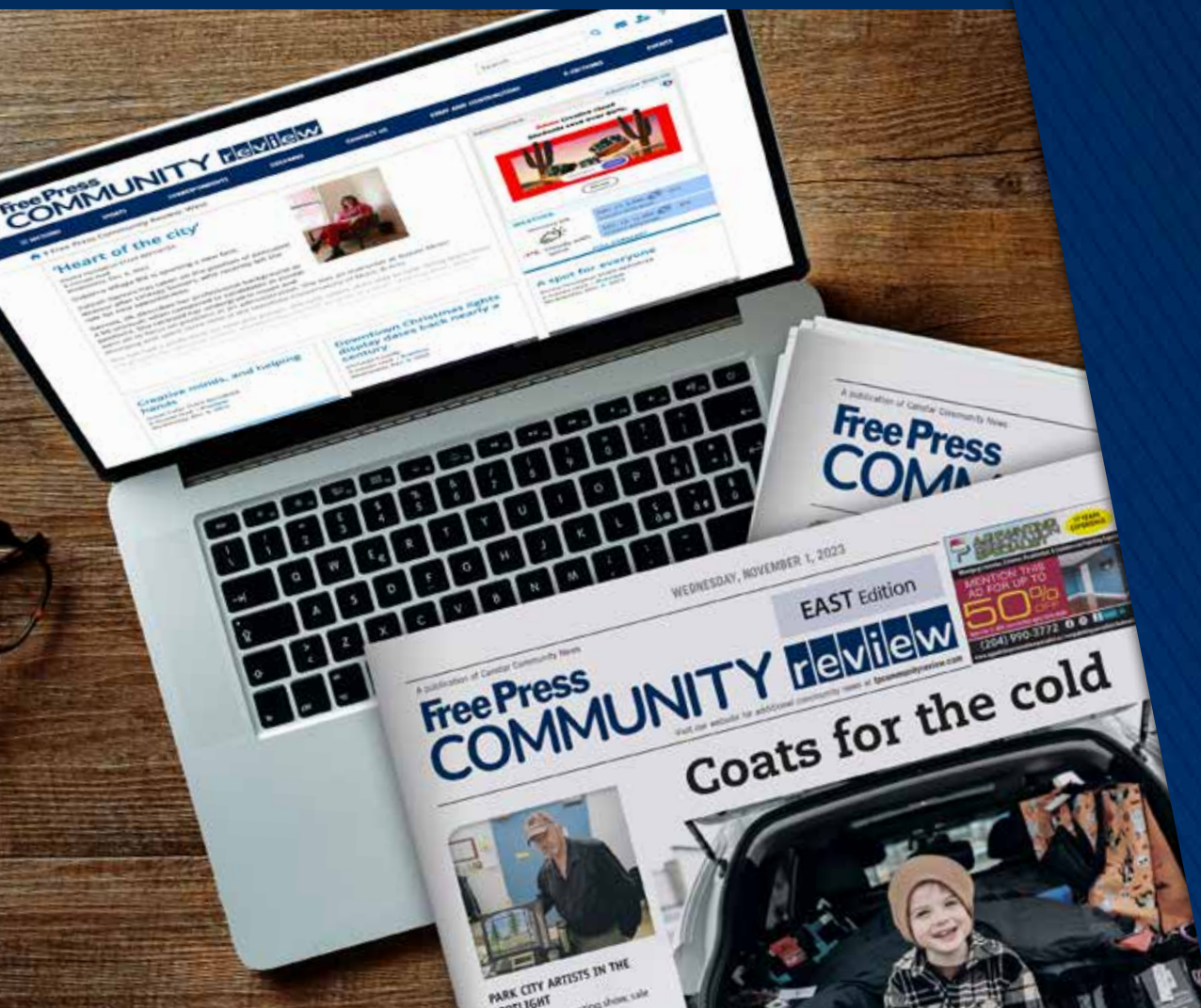




Read us to follow
community news.
Partner with us for our
experience and reach.



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.

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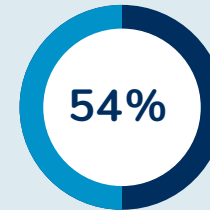
Free Press
COMMUNITY review

AUDIENCE ENGAGEMENT

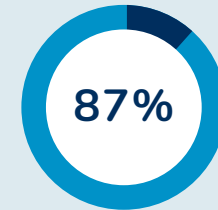
THE COMMUNITY REVIEW READERSHIP

Each week, 256,000 Winnipeg adults read a community newspaper in print or digital format.

Free Press Community Review receives 36,000 users a month who view 51,000 pages, and 54% of pageviews originated in Manitoba.



54% of
pageviews
originated in
Manitoba



87% of
pageviews
originated
in Canada

MONTHLY USERS:
36,563

MONTHLY SESSIONS:
41,408

MONTHLY PAGEVIEWS:
51,285



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**
 - **fpcommunityreview.com**
 - Brand safe engagement site
 - High Impact Display Advertising
- **Google Advertising**
 - AdWords
 - Display
 - YouTube
- **Social Media Advertising**
 - Meta
 - LinkedIn
 - Pinterest
 - X
- **Social Media Management**
- **Local Search Optimization**
- **Web Development**

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



SPONSORED CONTENT

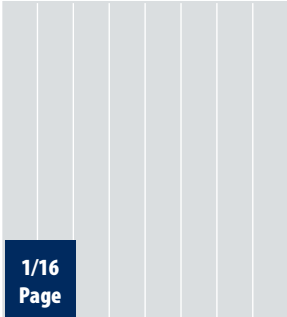
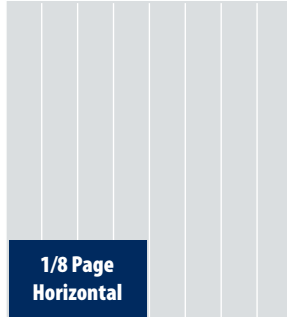
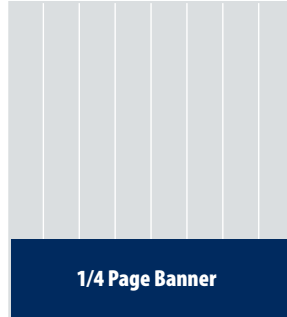
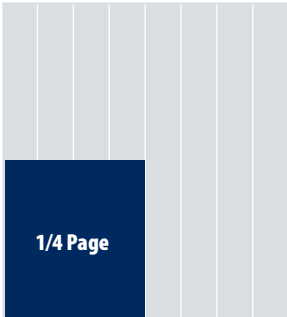
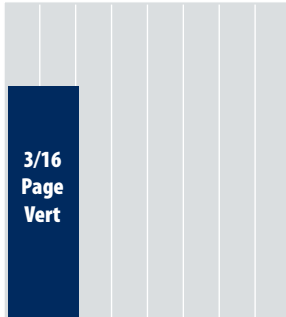
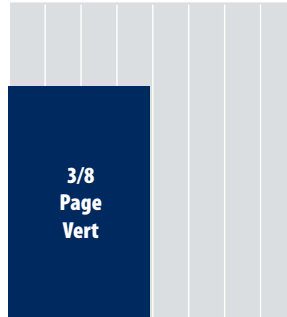
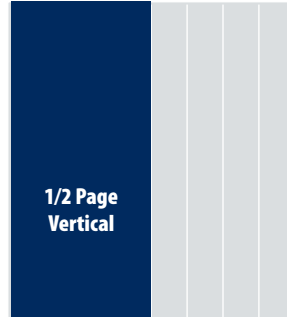
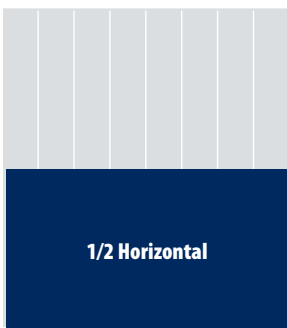
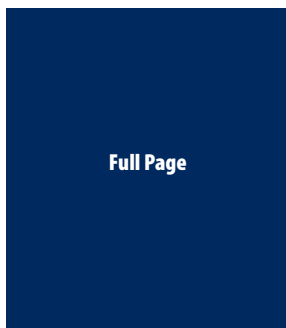
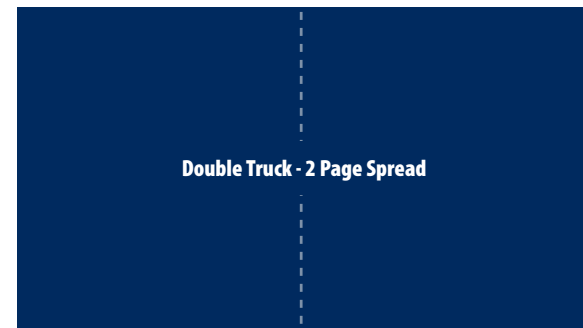
Your story – your choice

- Create your own article or craft with our experts.
- Publish in print and 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

PRINT AD SIZES

 1/16 Page 2.469" X 2.714" (2 column x 38 agates)	 1/8 Page Vert 2.469" X 5.571" (2 column x 78 agates)	 1/8 Page Horizontal 5.063" X 2.714" (4 column x 38 agates)	 1/4 Page Banner 10.25" X 2.714" (8 column x 38 agates)
 1/4 Page 5.063" X 5.571" (4 column x 78 agates)	 3/16 Page Vert 2.469" X 8.428" (2 column x 118 agates)	 3/8 Page Vert 5.063" X 8.428" (4 column x 118 agates)	 1/2 Page Vertical 5.063" X 11.285" (4 column x 158 agates)
 1/2 Horizontal 10.25" X 5.571" (8 column x 78 agates)	 Full Page 10.25" X 11.285" (8 column x 158 agates)	 DOUBLE TRUCK - 2 PAGE SPREAD 21.5" X 11.285" (16 columns + gutter x 158 agates)	

WEDNESDAY | MONTH | 2023

A publication of Canstar Community News

Free Press
COMMUNITY review

Visit our website for additional community news @ www.canstarnews.com

Earlug
2.46" x 1.785"

Big Box
2.46" x 3.571"

Community collaborations

LOCAL TEACHERS WIN PRESTIGIOUS HONOURS

www.canstarnews.com

Front Page Banner - 10.25"x1.785"

Front Page Sizes

BIG BOX
2.469" X 3.571"
(2 column x 50 agates)

EARLUG
2.469" X 1.785"
(2 column x 25 agates)

FRONT PAGE BANNER
10.25" X 1.785"
(8 column x 25 agates)

COLUMN SIZES

1	1.712"
2	2.469"
3	3.766"
4	5.063"
5	6.359"
6	7.656"
7	8.953"
8	10.25"
16 (DT)	21.5"

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.

MOBILE & DESKTOP AD UNITS



Wallpaper: 1900x1000
Max file size:
 300 kb (jpg or gif)
 Ad unit available on home page or section only.

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.

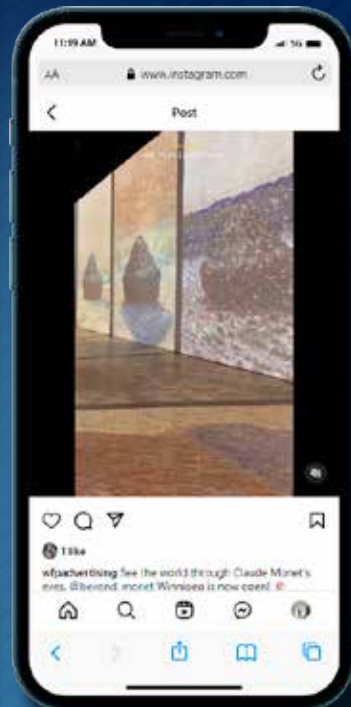
Mobile Banner: 320x50
Max file size:
 150 kb (jpg or gif)
 150 kb (HTML 5)
 Located at the top of the page.

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.



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

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

LinkedIn Image Ads:

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

Pinterest Image Ad:

Formats: JPG, PNG
 Dimension: 1000x1500 pixels