

www.17WingVoxair.com



THE VOXAIR

The Winnipeg Military Community News Source Since 1952

2023 MEDIA KIT

THE VOXAIR

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17 Wing

- 17 Wing employs more than 3,600 military and civilian personnel
- Is one of the province's largest employers and economic engines
- Members are 57% male, 43% female, 74% are married, and 65% own a home

The Voxair

- An award-winning community newspaper that has been published for 70 years
- Published bi-monthly, 20 times a year
- Circulation of 3,600 (digital)
- Delivered to all local military members, as well as all units and squadrons on base, and to deployed members worldwide.

Statistics

Website 3,600

Facebook 138

Instagram 108

Tap into one of Winnipeg's largest niche advertising opportunities.

To book your ad, please contact:

Patricia West | Voxair Manager |

voxairmgr@gmail.com | 204-833-2500 ext 4120

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Voxair Advertising Information & Dimensions

E-Edition



Front Page Top Banner

- 10.35" x 1.5" - \$275.00



Front Page Bottom Full Banner

- 10.35" x 1.25" - \$110.00



Front Page Bottom Half Banner

- 5.1" x 1.25" - \$55.00



Full Page

- 10.35" x 13.75" - \$660.00



Half Page

- 10.35" x 7" - \$330.00



1/4 Page

- 5.1" x 7" - \$176.00



1/8 Page

- 5.1" x 3" - \$88.00



Double Business Card

- 3.25" x 4" - \$55.00



Business Card

- 3.25" x 2" - \$33.00

Digital Website Advertising



Website Banner Ad with Link

- 3033x375 px - \$250 per month



Website Column Box Ad with Link

- 300 x 250 px - \$200 per month



Website Box Ad with Link

- 336 x 280 px - \$150 per month

- Prices do not include GST and are subject to change
- Discounts are available on multiple insertions
- Digital ads will be rotating ads

Specifications:

- Images must be sent in pdf, jpeg or png file format
- E-Edition ad confirmation must be received no later than 1 week before the publication date

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2023 Publishing Schedule

Issue Number	Issue Date	Content Deadline	Advertising Deadline
1	25 January	11 January	18 January
2	8 February	25 January	1 February
3	22 February	8 February	15 February
4	8 March	22 February	1 March
5	22 March	8 March	15 March
6	12 April	29 March	5 April
7	26 April	12 April	19 April
8	10 May	26 April	3 May
9	24 May	10 May	17 May
10	14 June	31 May	7 June
11	28 June	14 June	21 June
12	26 July	12 July	19 July
13	23 August	9 August	16 August
14	13 September	30 August	6 August
15	27 September	13 September	20 September
16	11 October	27 September	4 October
17	25 October	11 October	18 October
18	8 November	25 October	1 November
19	22 November	8 November	15 November
20	13 December	29 November	6 December

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THE / LE VOXAIR

A Canadian Forces Newspaper

ADVERTISING AGREEMENT 2023

Business: _____

Contact Name: _____

Address: _____

City, Province, Postal Code: _____

Email: _____ Phone: _____

E-Edition Ad Size (Please Check One)

- Front Page Top Banner (\$275/Issue)
- Front Page Bottom Full Banner (\$110/Issue)
- Front Page Bottom 1/2 Banner (\$55/Issue)
- Full Page (\$660/Issue)
- Half Page (\$330/Issue)
- 1/3 Page (\$220/Issue)
- 1/4 Page (\$176/Issue)
- 1/8 Page (\$88/Issue)
- Double Business Card (\$55/Issue)
- Business Card (\$33/Issue)

E-Edition Contract Terms (Please Check One)

- Run my ad for a single issue
- Run my ad in specific issues only
- Run my ad for 6 issues (5% discount)
- Run my ad for 12 issues (10% discount)
- Run my ad every issue (20 issues) (15% discount)

Please Note

All ads are in color

Digital Website Advertising (Please Check One)

- Website Banner Ad with Link (\$250/per month)
- Website Column Box Ad with Link (\$200/per month)
- Website Box Ad with Link (\$150/per month)
- Run my ad for a single month
- Run my ad in specific months only
- Run my ad for 6 months (5% discount)
- Run my ad for 12 months (10% discount)

Special Instructions: _____

THE VOXAIR NEWSPAPER ADVERTISING GUIDELINES

- All ad copies must be submitted by the deadlines noted.
- The same ad will run in each issue unless changes are received by the indicated deadline.
- You will be invoiced after each issue (e-edition) or monthly (website ads), you agree to pay within 30 days of the date on the invoice.
- The Voxair is not responsible for errors/omissions after the proof has been approved. If we are responsible for the error, we will run the correct ad in the next edition at no additional cost.
- The Voxair newspaper is not responsible for any losses associated with advertising.

Name (print): _____ Date: _____

Signature: _____