

RUPERT'S LAND NEWS

2016-2017 advertising rate sheet

Reaching
the faithful
from
Portage La
Prairie to
Atikokan.



Connecting church and community Connecting you to new clients

Rupert's Land News has become an interactive, multi-platform media source for connecting our demographic in Winnipeg and the surrounding areas.

There's a new look and a new website; there are social media channels and a fully-redesigned, monthly online magazine. We've put a weekly email into the mix that reaches

our subscribers at home or on the go by turning up in a smart-phone friendly format.

The new RLN is built for engagement with lots of interactive elements that will keep our already-passionate readership even more attuned to the news and views of their Church.

This geographically specific audience also wants to hear from you.

Your products and services are part of their everyday lives, so plan to join us. Tell them about what's new in your business.

The new RLN is connecting Church and community. It can also connect you to new customers.



Magazine ad sizes	1	2-4	5+
Small Square	\$50	\$44	\$40
Small horizontal	\$75	\$66	\$60
Large horizontal	\$150	\$132	\$120
Vertical	\$120	\$105	\$95
Large square	\$200	\$176	\$160
Half page	\$360	\$317	\$288
Full page	\$725	\$638	\$580

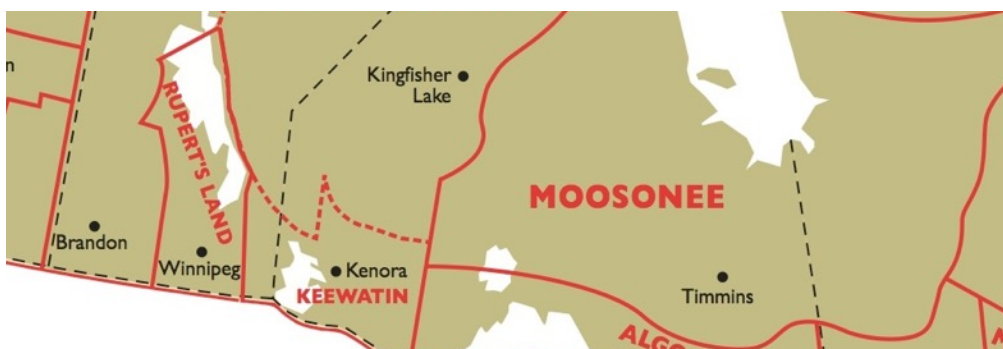
- rin Supply completed advertising as pdfs or jpegs - 150 dpi actual size minimum
- rin We reserve the right to refuse any ad that does not meet our specifications
- rin Frequency discounts are applied at time of booking; early cancellation will result in retroactive billing
- rin Advertising design available: \$50-\$100/ad,
- rin Rupert's Land parishes and Anglican or ecumenical non-profits - 10% discount
- rin All ads will be rotated through the RLN Weekly in addition to appearing in the monthly magazine
- rin Taxes are not included

Get mobile and reach our readership online

Our advertising prices are for placement in our monthly online magazine, but your ad will also be used in our weekly email and website on a rotating basis, with links directly to your own website, email, or other online information. The deadline for this is mid month, 2-3 weeks before the ad will appear in the magazine.

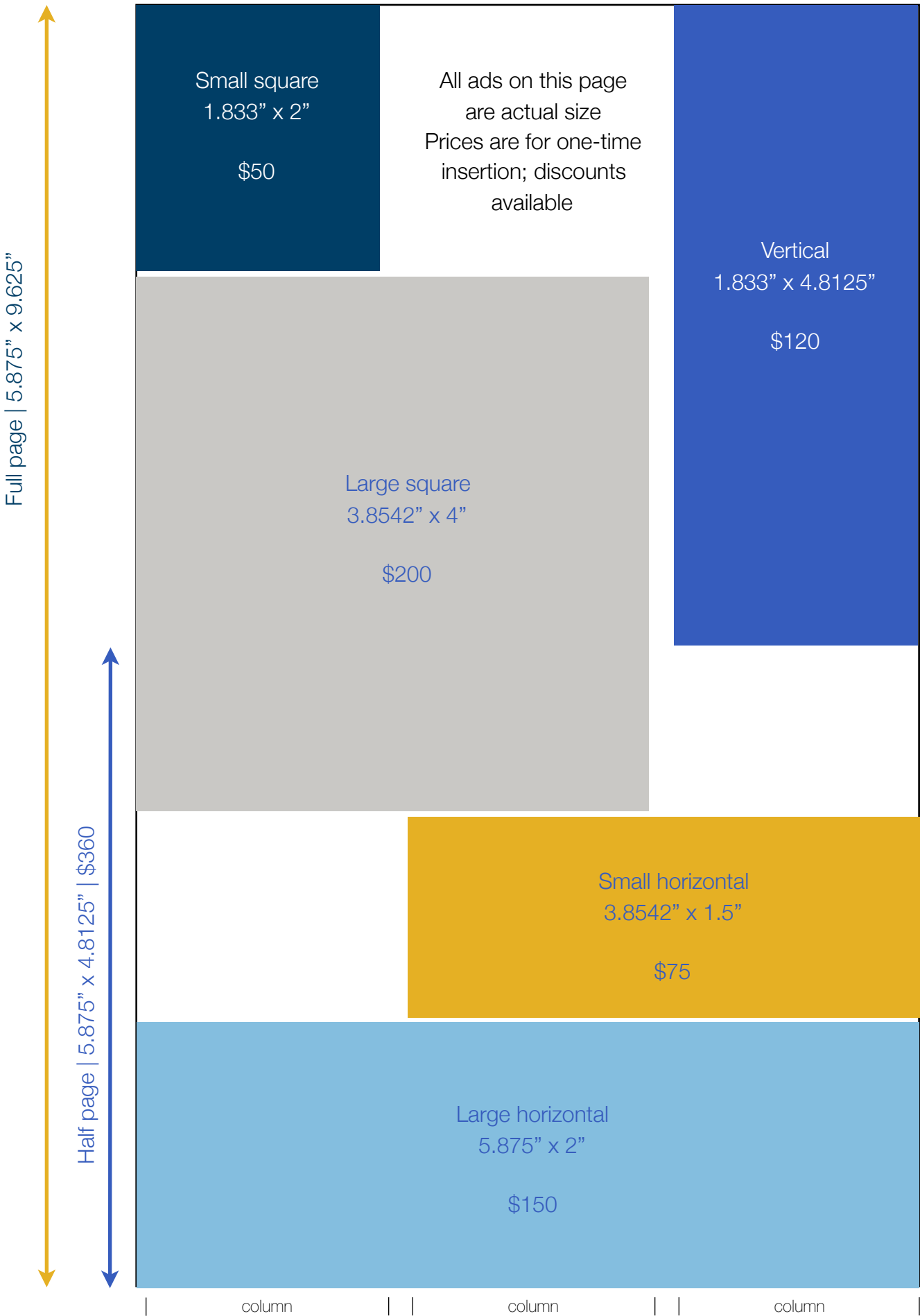
For an additional \$50, you can also post a special event ad on the events page of our website or an online article about the work of your company. Our website is viewer-friendly for both desktop and mobile users.

Issue	Deadline	Publication
Sept	August 14	Sept 1
October	Sept 14	October 1
Nov	October 14	Nov 1
Dec	Nov 14	Dec 1
January	Dec 10	January 1
February	January 14	February 1
March	February 12	March 1
April	March 14	April 1
May	April 14	May 1
June	May 14	June 1



Recently, a portion of the Keewatin diocese was added to Rupert's Land, expanding the reach of RLN into northwestern Ontario.

Actual page size is 7" x 10.625"; below is the live page area 5.875" x 9.625"



Rupert's Land News is the multimedia news source for the Anglican Church in Winnipeg and the surrounding area.

Our monthly magazine features opinions, debates, news, and events of interest. Since we serve a communal and highly interactive organization, our readers care about the publication. And they get engaged.

Before we moved entirely online last year, subscription circulation was 4,000/mo, which delivered to a readership of almost 6,500. Now that we're entirely online, we're reaching our longterm readers with an easy-to-print and downloadable magazine, and a new demographic accesses our content on their tablets and smart phones.

Our new website includes all of the material from our magazine plus extra news pieces and links to our Twitter, Facebook and Instagram accounts.



"We first started advertising in the Rupert's Land News about 15 years ago. Over the years, we have found that the advertising brought new customers into our store. They identify themselves, and mention that they saw our ad in the RLN. It has turned out to be a great opportunity to grow our business."

*Karen Watson
Watson Jewellers*

Readers are encouraged to share our content on Facebook and to post their pictures to Instagram. Our new Twitter feed not only pushes our content, but also connects followers to a wider world of faith in action.

Subscribers to our weekly email are updated on news flashes across the region and events happening in the area.

The emails use a full colour, interactive design to deliver rich content every Tuesday.

Rupert's Land News readers are primarily Anglicans. Most live in Winnipeg and the surrounding area. Half are between the ages of 56 and 75, live in two person households, and have an annual household income between \$46,000 and \$75,000.



Kyla Neufeld
Editor of RLN

Reserve your ad space now by contacting the new advertising manager of Rupert's Land News, Angela Rush.

This rate sheet is available online: rupertslandnews.ca/ads
The editor can be reached directly at rlnews@rupertsland.ca

Angela Rush Advertising Manager

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