



# THE BRANDON SUN

Read us for  
Brandon and  
Westman news.  
Partner with us for  
our experience  
and reach.

MEDIA KIT  
2026



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 BRANDON SUN**

# AUDIENCE ENGAGEMENT

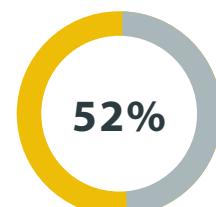
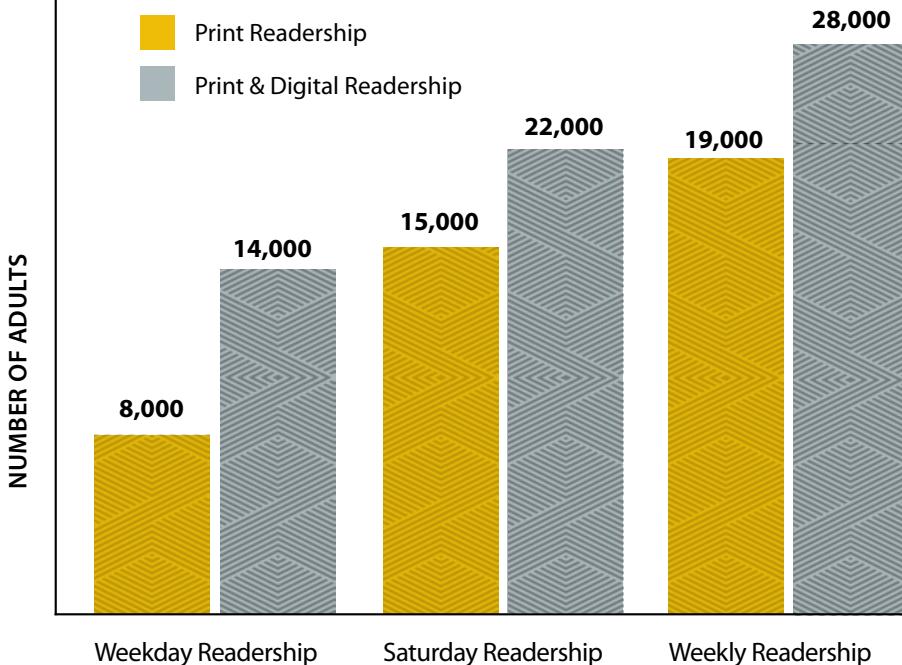
## THE BRANDON SUN READERSHIP

*The Brandon Sun's* print and digital audience is extensive in southwestern Manitoba. More than 197,000 users visit *The Brandon Sun's* network of websites each month and view over 417,000 pages.

Google Analytics Q4 2025 Monthly Average  
Base: 54,000 Brandon Adults, Source: Vividata Scc | Study Of The Canadian Consumer Fall 2025

Note: Data represents 23 months of a 24-month rolling sample from Vividata. Use caution when comparing to full 24-month trends.

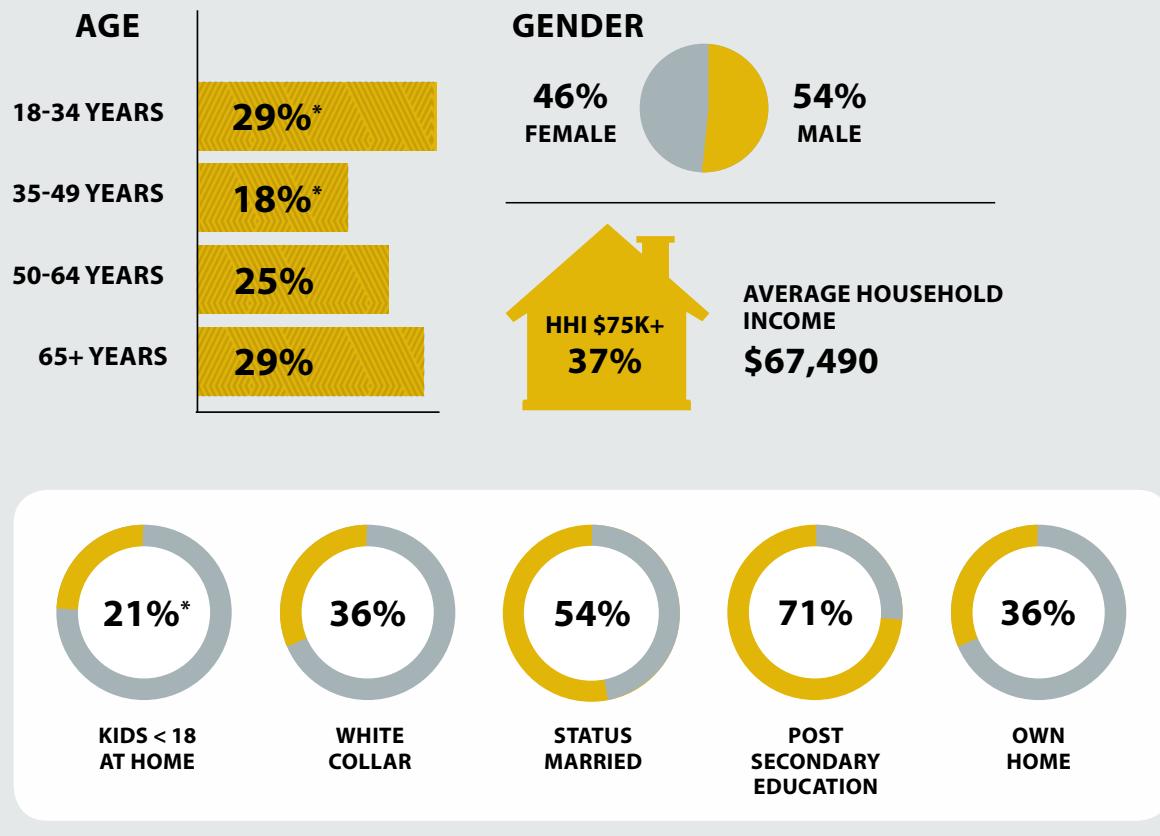
### READERSHIP



In Brandon, 28,000 adults – 52% of all adults – read *The Brandon Sun* in print or digital format each week.

# OUR AUDIENCE

## PRINT/DIGITAL WEEKLY READERSHIP



Base: 54,000 Brandon Adults, Source: Vividata Scc | Study Of The Canadian Consumer Fall 2025

Note: Data represents 23 months of a 24-month rolling sample from Vividata. Use caution when comparing to full 24-month trends.

\*\* Projection relatively unstable. Use with caution.





## **THE BRANDON SUN** 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**
  - [brandonsun.com](http://brandonsun.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**

# BE SEEN FIRST

Wrap your message around the news

A wrap in *The Brandon Sun* 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

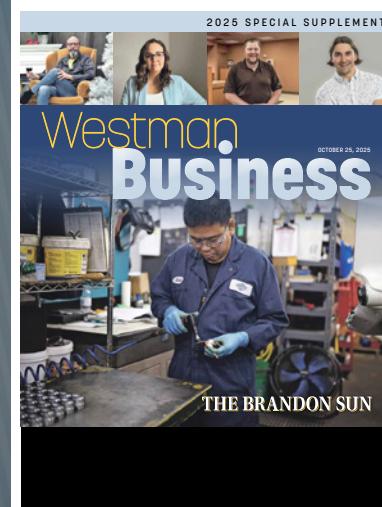
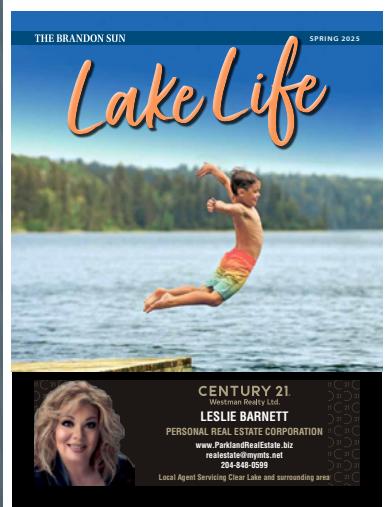
Includes a front page, an inside spread that wraps around section, and a back cover

# SPECIAL SECTIONS

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

## Tell your story

- 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

# COMMERCIAL PRINT

**Print. Promote. Perform.**

**Maximize:** Multi-page flyers, magazines or single-page promos that reach your audience.

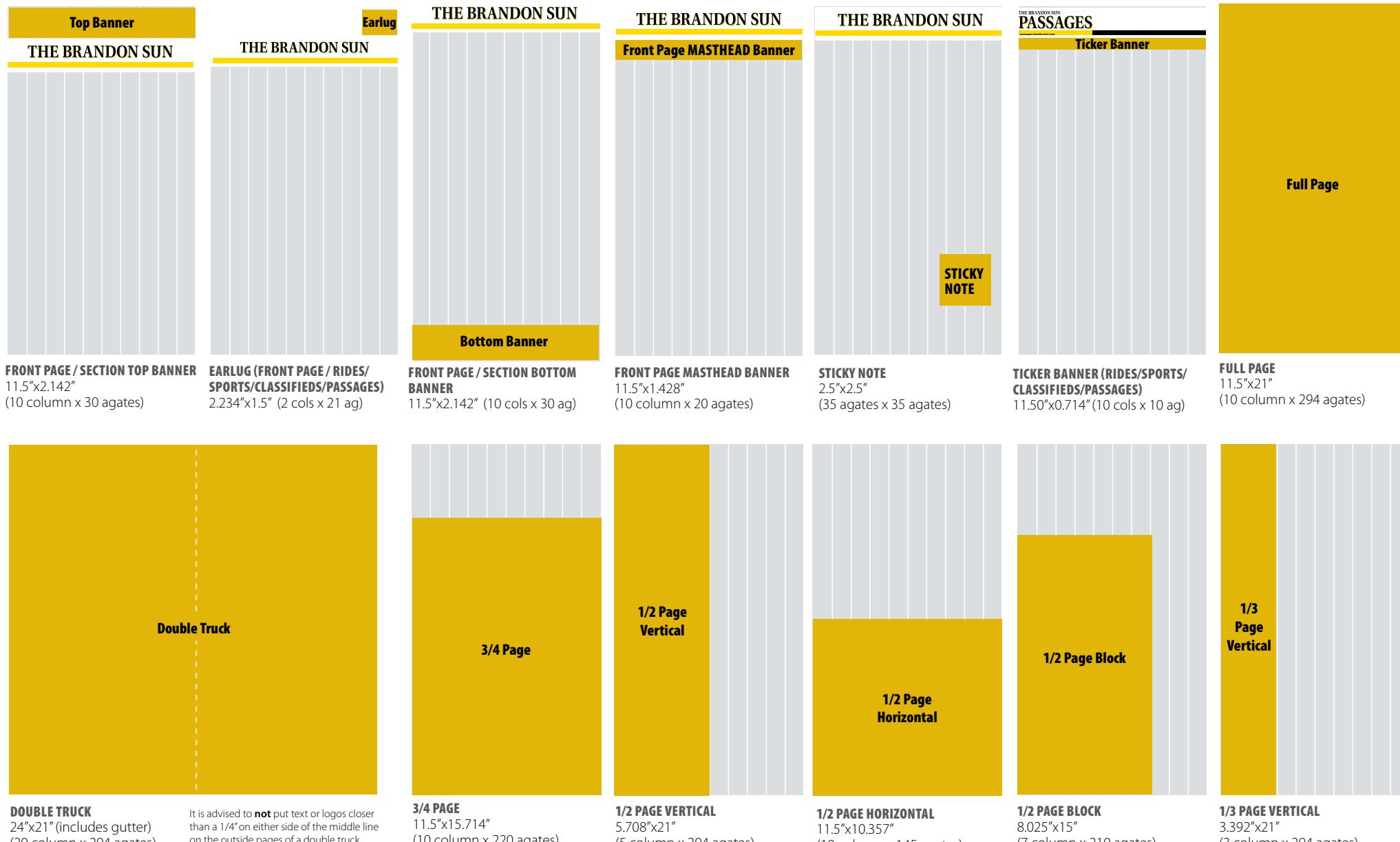
**Stand Out:** Banners, guides, menus—everything you need to stay on brand and on budget.

**One-Stop Solution:** From design to distribution, we make your print campaigns effortless



# PRINT AD SIZES

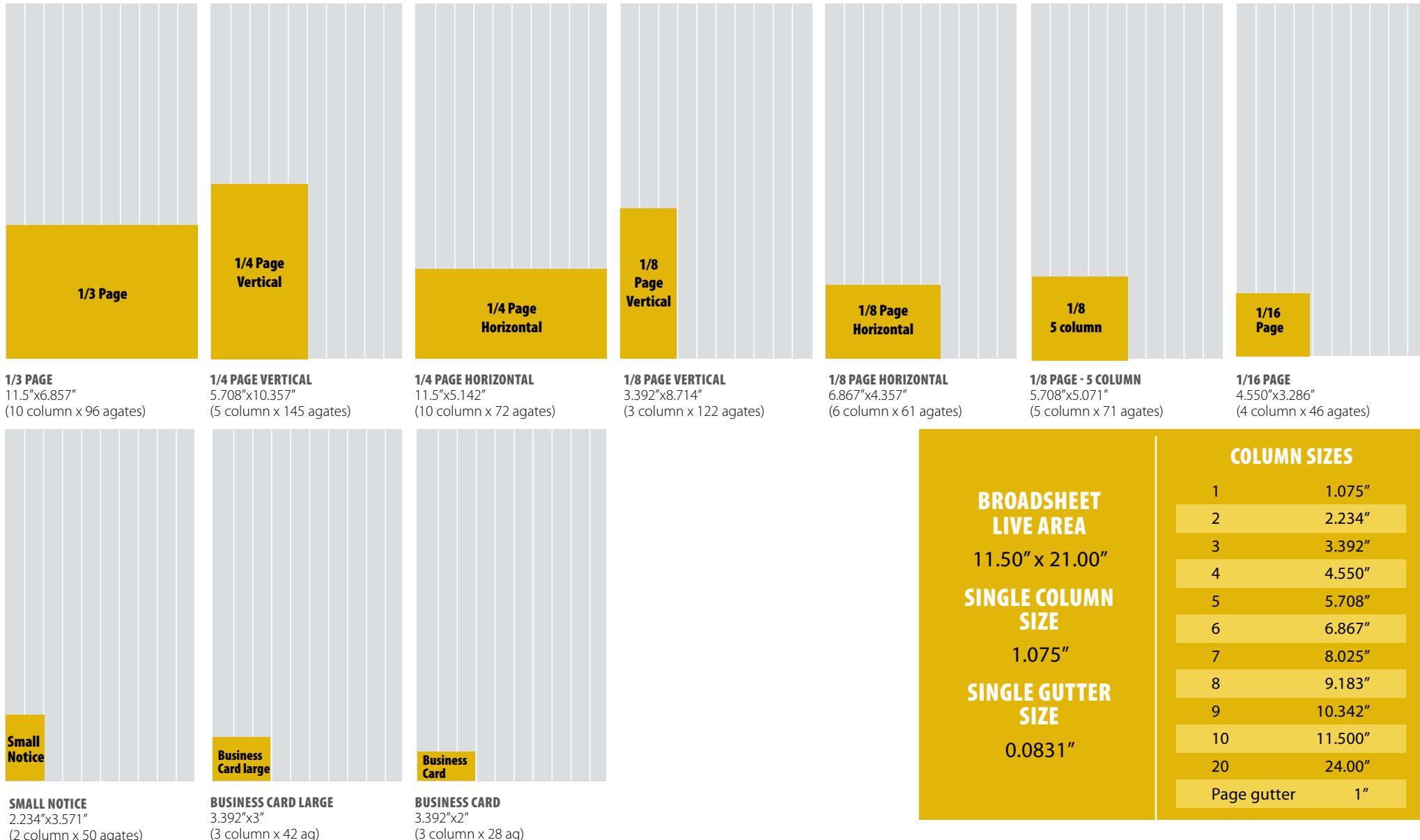
Print Specs: 150 DPI, CMYK, PDF, EPS, JPG, PNG



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

## PRINT AD SIZES CONT. Print Specs: 150 DPI, CMYK, PDF, EPS, JPG, PNG

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



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

# 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:**

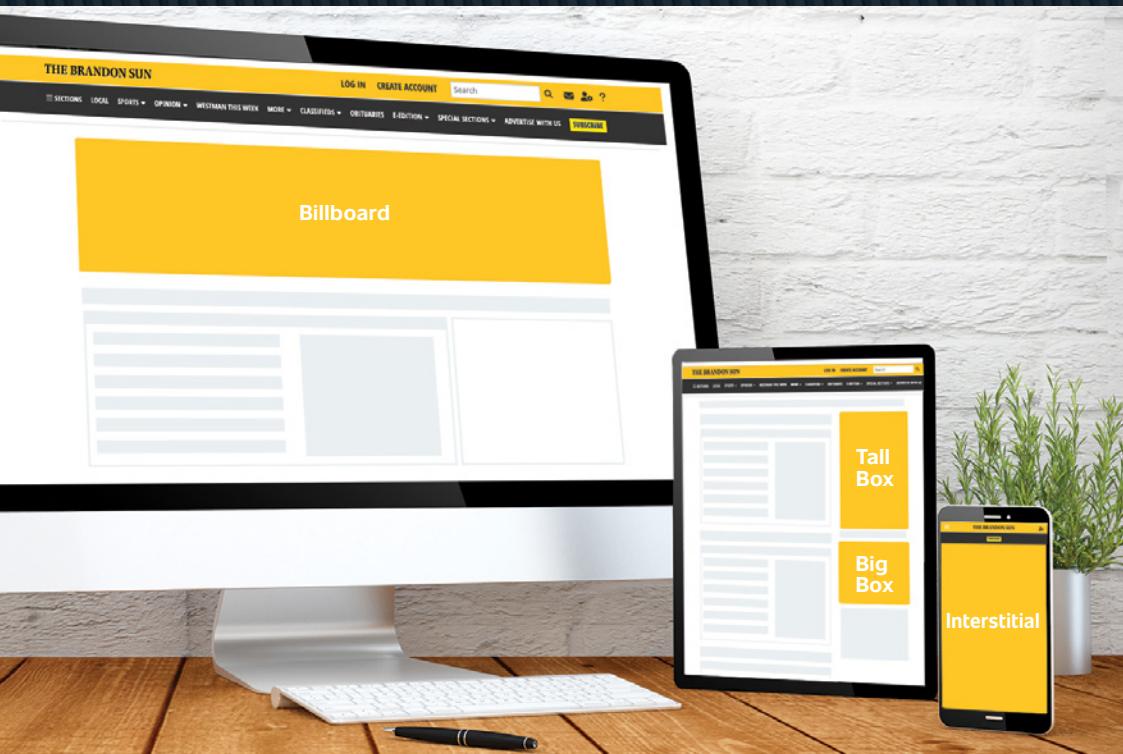
File Type: JPG, PNG  
Resolution: 1080x1080 px  
Aspect Ratio: 1:1  
Max file size: 2 MB

## **LinkedIn Image Ads:**

File type: JPG, PNG  
Resolution: 1200x1200  
(square, desktop and mobile)  
2430 x 4320 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

# WALLPAPER SPECIFICATIONS

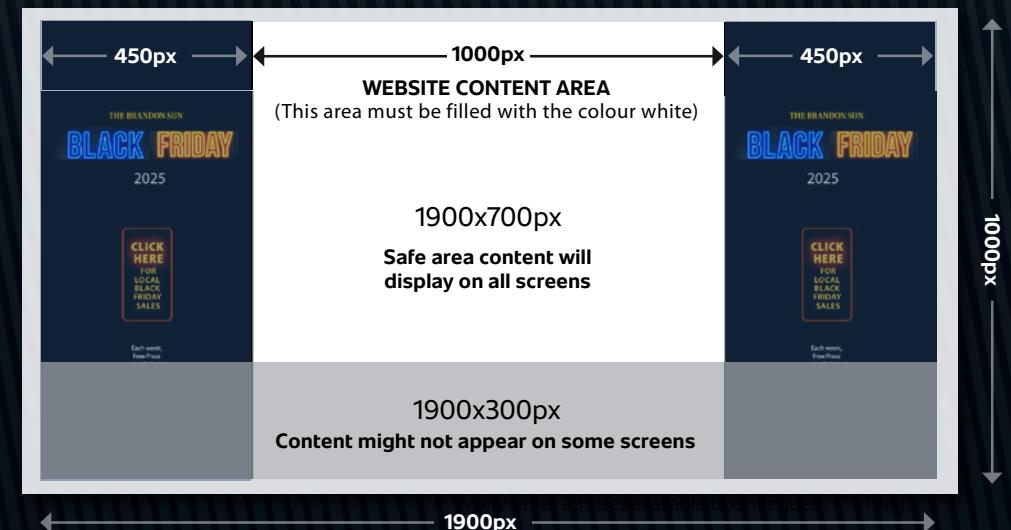
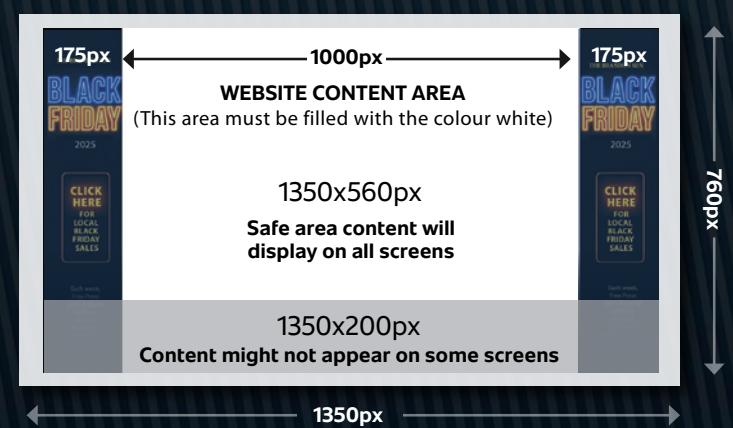
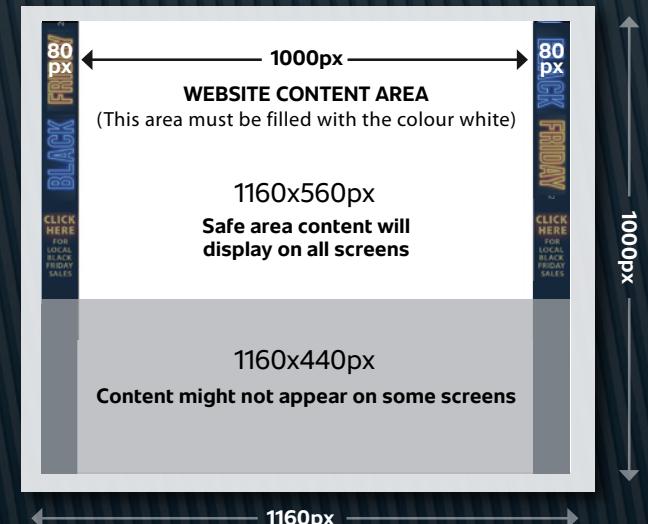
brandonsun.com



## Best practices

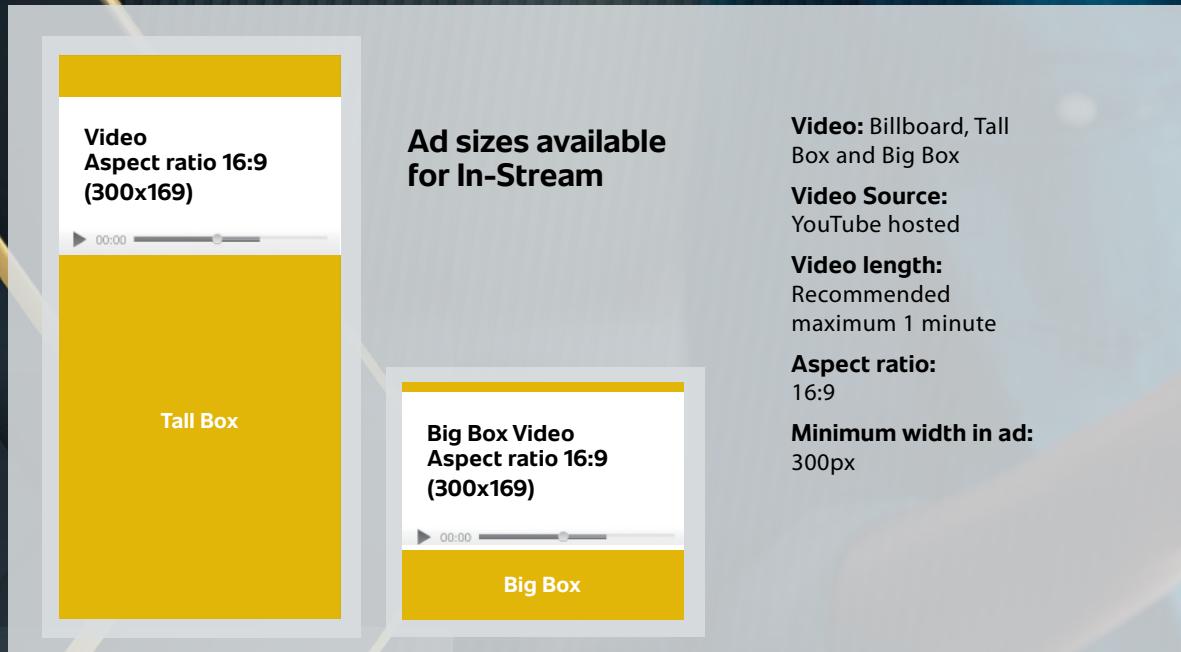
Wallpapers will not display in their entirety on many screens. Please observe the guidelines to ensure effective delivery of your wallpaper on most screens.

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



# IN-STREAM VIDEO ADS

[brandonsun.com](http://brandonsun.com)



**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

**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.