



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



THE BRANDON SUN

**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

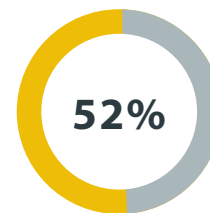
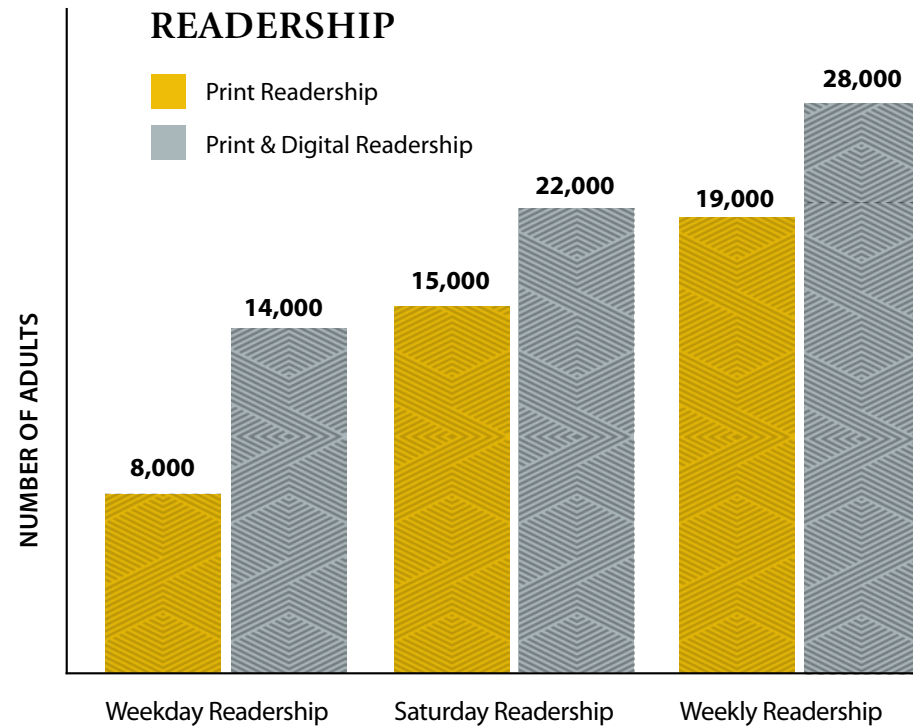
AUDIENCE ENGAGEMENT

THE BRANDON SUN READERSHIP

The Brandon Sun's print and digital audience is extensive in southwestern Manitoba. More than 197,00 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

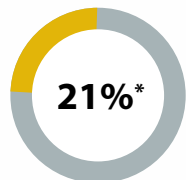
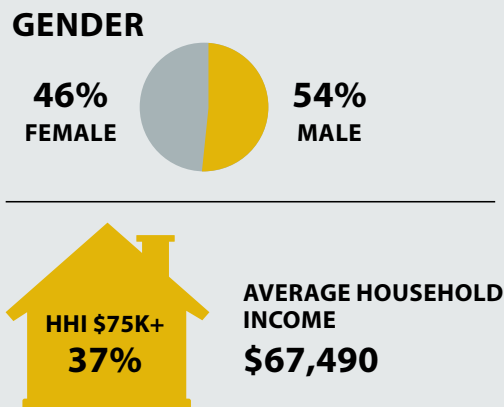
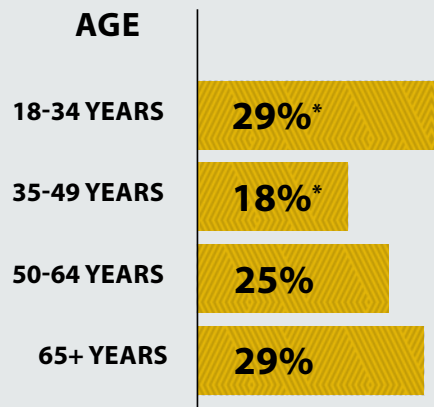
Note: Data represents 23 months of a 24-month rolling sample from Vividata. Use caution when comparing to full 24-month trends.



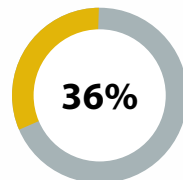
In Brandon, 28,000 adults – 52% of all adults – read *The Brandon Sun* in print or digital format each week.

OUR AUDIENCE

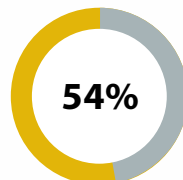
PRINT/DIGITAL WEEKLY READERSHIP



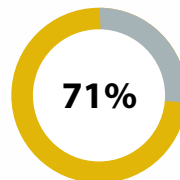
KIDS < 18
AT HOME



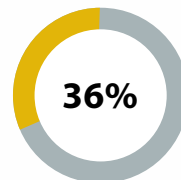
WHITE
COLLAR



STATUS
MARRIED



POST
SECONDARY
EDUCATION



OWN
HOME

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**
 - 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

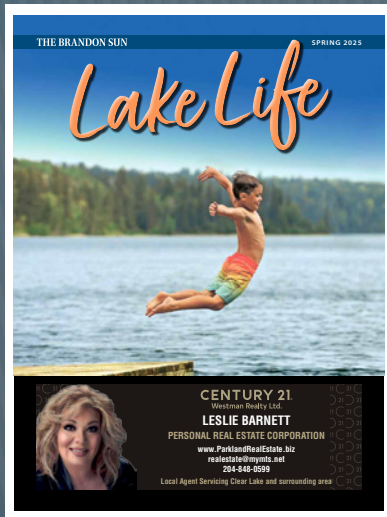
Includes a front page, an inside spread that wraps around section, and a back cover

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.

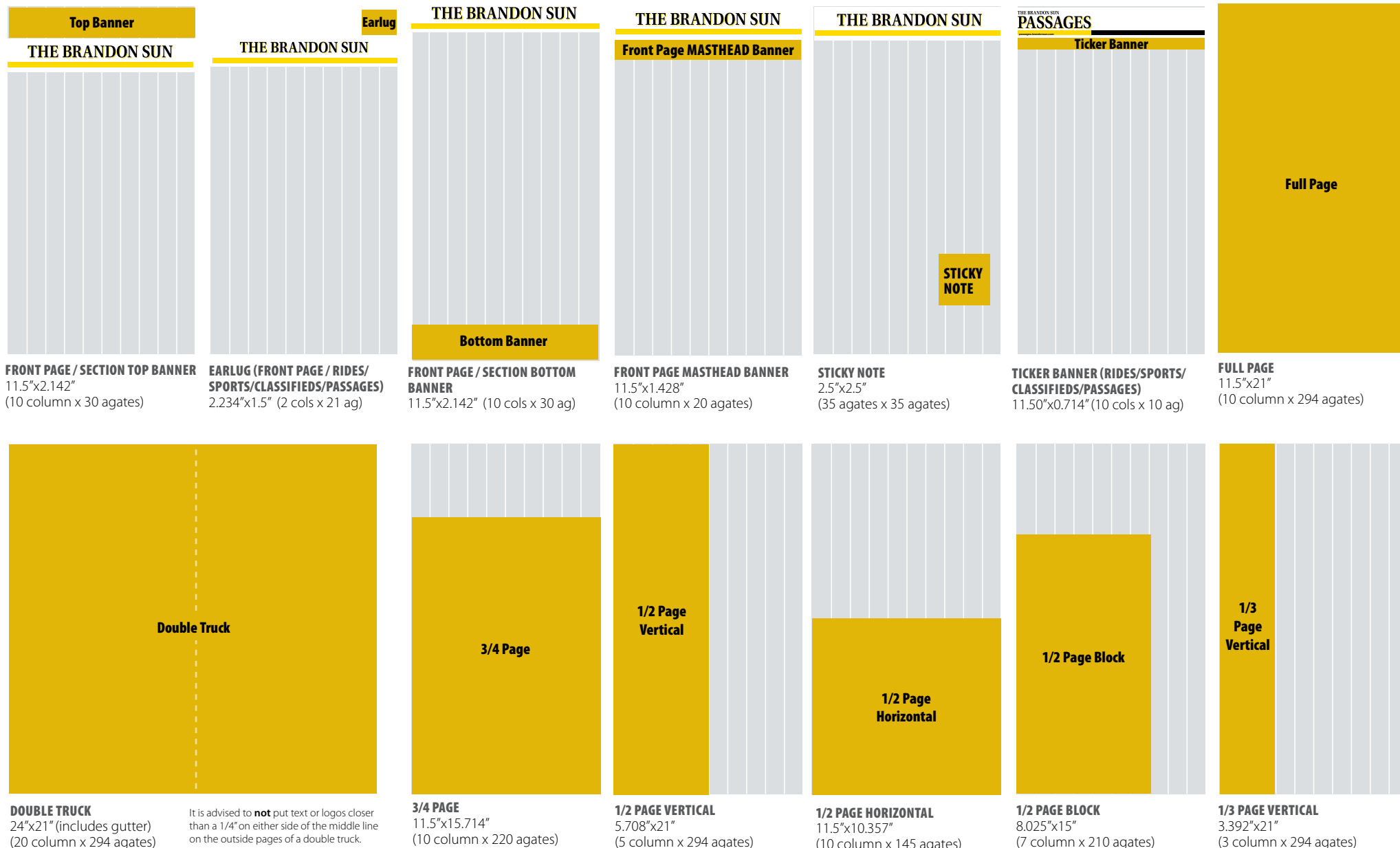
Stand Out: Banners, guides, menus—everything you need to stay on brand and on budget.

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



PRINT AD SIZES

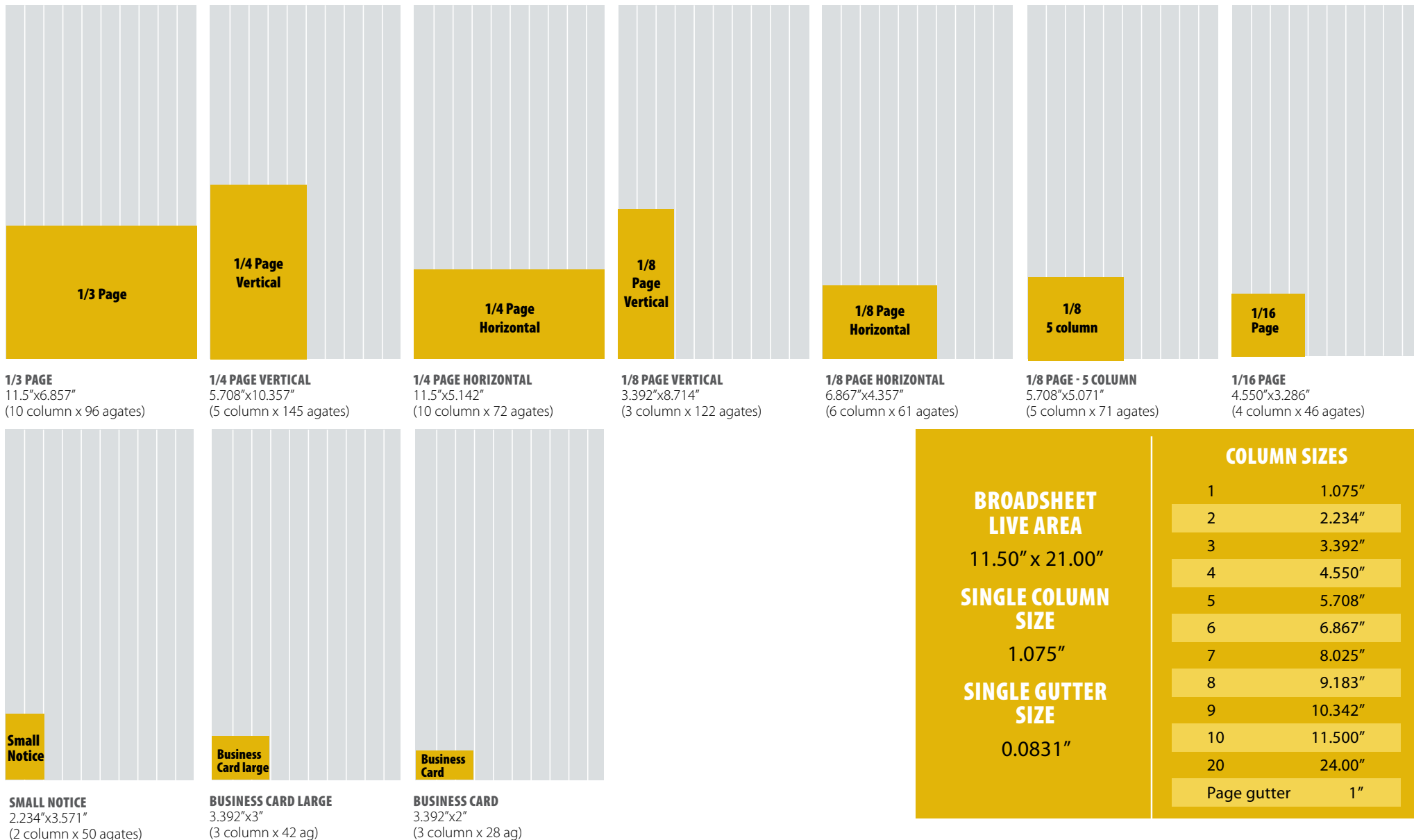
Print Specs: 150 DPI, CMYK, PDF, EPS, JPG, PNG



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

PRINT AD SIZES CONT.

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



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

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: 1 MB



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

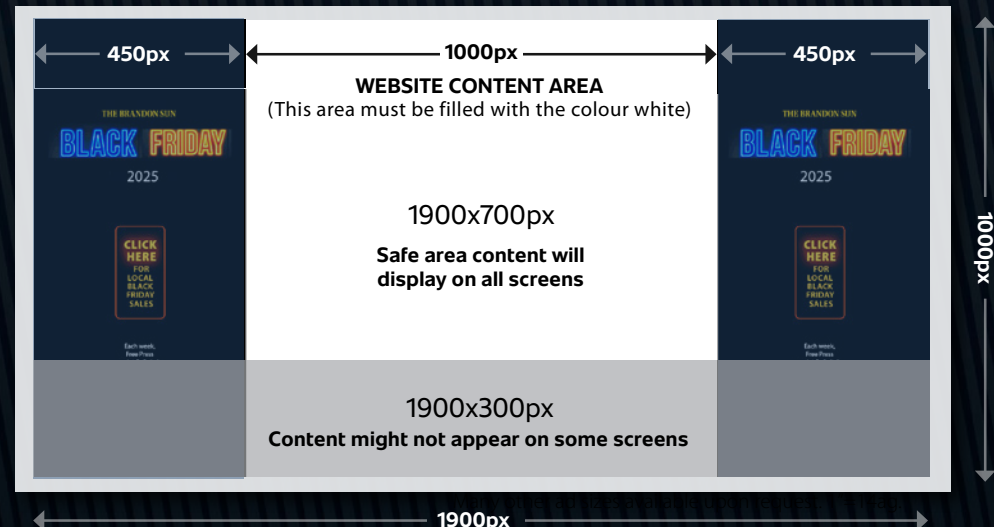
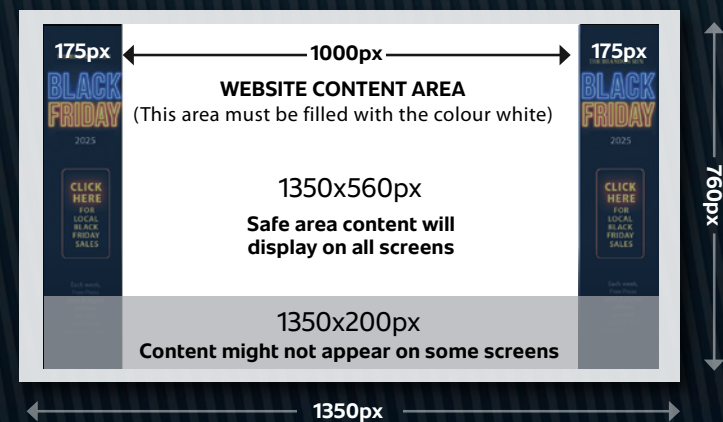
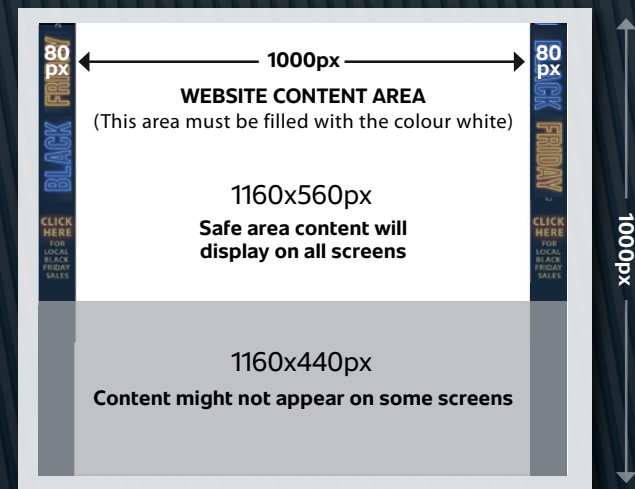
brandonsun.com

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

Ad sizes available for In-Stream

Video
Aspect ratio 16:9
(300x169)

00:00

Tall Box

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

00:00

Big Box

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



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.