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

Free Press
Community Review

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.

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Free Press
Community Review

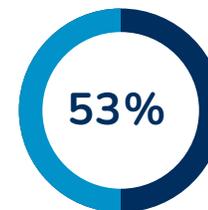# AUDIENCE ENGAGEMENT

THE *COMMUNITY REVIEW* READERSHIP

Each week, 240,000 Winnipeg adults read a community newspaper in print or digital format.

Free Press Community Review receives more than 32,000 users a month, viewing over 45,000 pages, and 53% of pageviews originate in Manitoba.

53%

53% of pageviews originated in Manitoba

77%

77% of pageviews originated in Canada

MONTHLY USERS:
32,000

MONTHLY SESSIONS:
37,000

MONTHLY PAGEVIEWS:
45,000

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**
  - **winnipegfreepress.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 *Community Review* 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

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

PRINT AD SIZES

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

1/16 Page

1/8 Page Vert

1/8 Page Horizontal

1/4 Page Banner

1/16 PAGE
2.469"x2.714"
(2 column x 38 agates)

1/8 PAGE VERTICAL
2.469"x5.571"
(2 column x 78 agates)

1/8 PAGE HORIZONTAL
5.063"x2.714"
(4 column x 38 agates)

1/4 PAGE BANNER
10.25"x2.714"
(8 column x 38 agates)

1/4 Page

3/16 Page Vert

3/8 Page Vert

1/2 Page Vertical

1/4 PAGE
5.063"x5.571"
(4 column x 78 agates)

3/16 PAGE VERTICAL
2.469"x8.428"
(2 column x 118 agates)

3/8 PAGE VERTICAL
5.063"x8.428"
(4 column x 118 agates)

1/2 PAGE VERTICAL
5.063"x11.285"
(4 column x 158 agates)

1/2 Horizontal

Full Page

Double Truck - 2 Page Spread

2 page Front Wrap Page 1

1/2 PAGE HORIZONTAL
10.25"x5.571"
(8 column x 78 agates)

FULL PAGE
10.25"x11.285"
(8 column x 158 agates)

DOUBLE TRUCK - 2 PAGE SPREAD
21.5"x11.285"
(16 columns + gutter x 158 agates)

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.

2 PAGE FRONT WRAP - PAGE 1
10.25"x9.071"
(8 column x 127 agates)

Earlug
2.46"
x 1.785"

Big Box
2.46" x 3.571"

LOCAL TEACHERS WIN PRESTIGIOUS HONOURS

fpcommunityreview.com

Front Page Banner - 10.25"x1.785"

FRONT PAGE SIZES

BIG BOX
2.469"x3.571"
(2 column x 50 agates)

EARLUG
2.469"x1.785"
(2 column x 25 agates)

FRONT PAGE BANNER
10.25"x1.785"
(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"

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

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

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
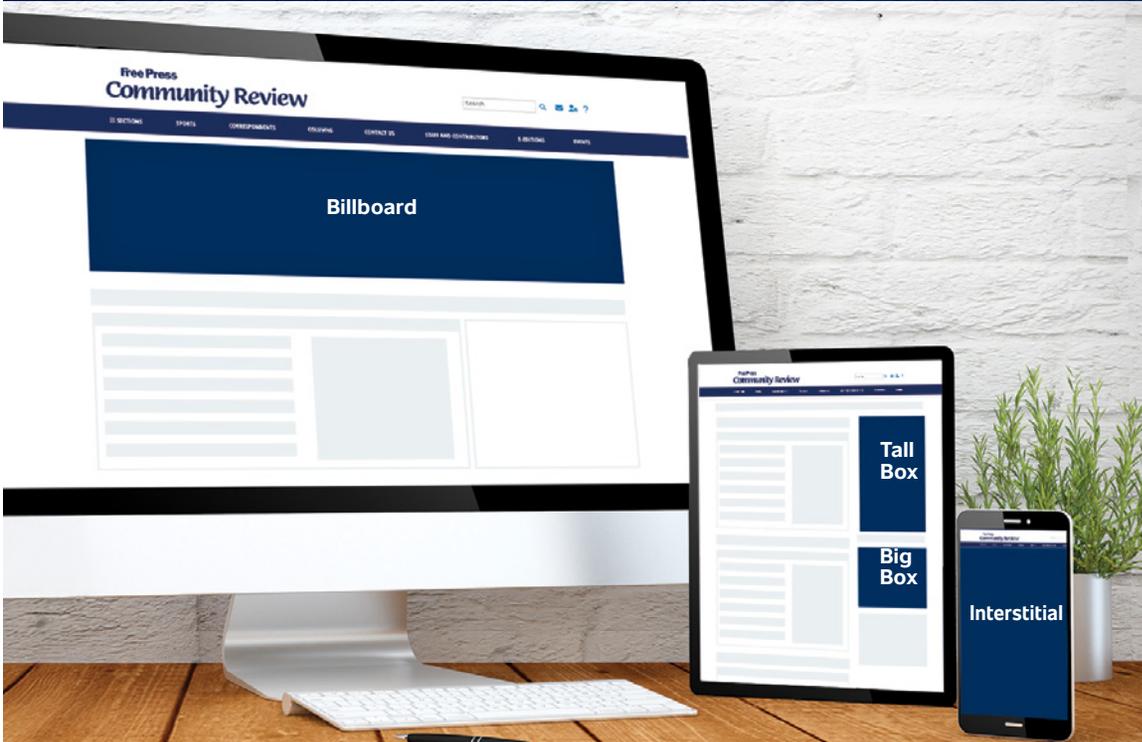
**Instagram Stories
Video Ads:**
Formats: MP4, MOV
Resolution: 1080x1920 pixels
Aspect Ratio: 9:16
Max File: 4 GB
Max Video Length: 15 seconds

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

MOBILE & DESKTOP AD UNITS

Billboard

Tall Box

Big Box

Interstitial

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

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.

WALLPAPER SPECIFICATIONS
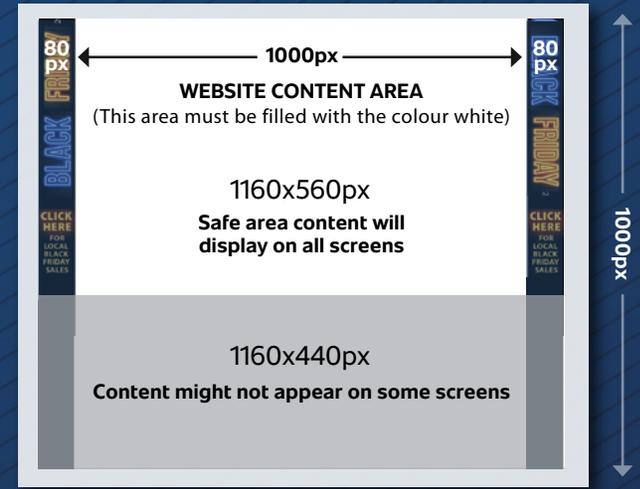
winnipegfreepress.com/our-communities/
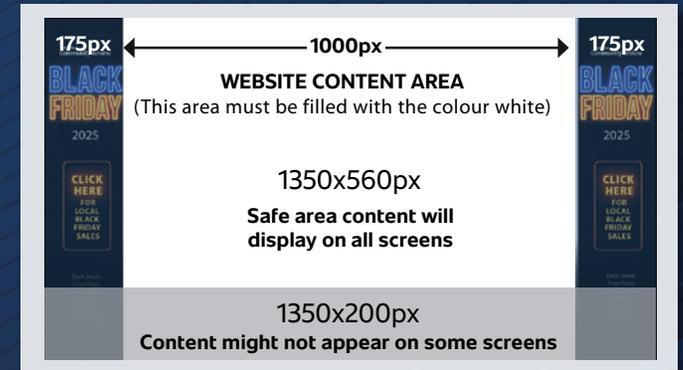
Best practices

Wallpapers will not display in their entirety on many screens. Please observe the guidelines to ensure effective delivery of your wallpaper on most screens.
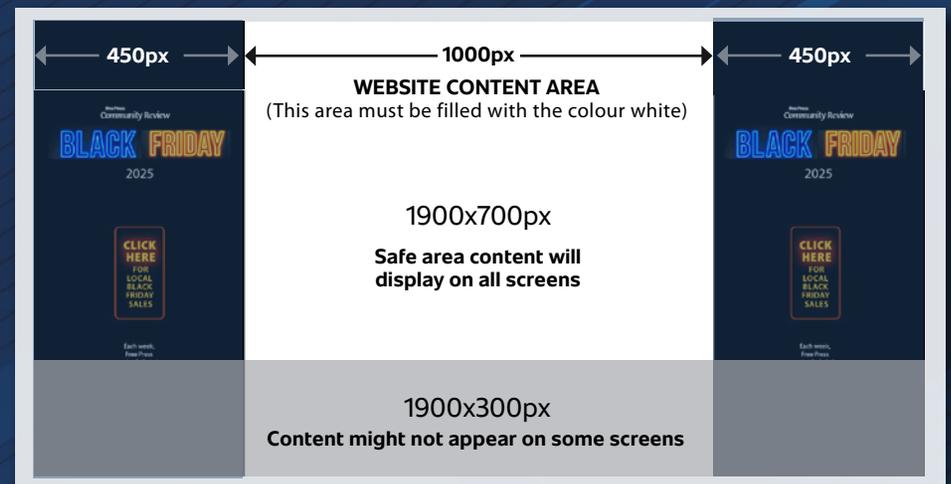
Max file size:
300 kb (jpg or gif)
Ad unit available on home page or section only.

1000px

WEBSITE CONTENT AREA
(This area must be filled with the colour white)

1160x560px
Safe area content will display on all screens

1160x440px
Content might not appear on some screens

80px · 80px · 1000px · 1160px

175px · 1000px · 175px

WEBSITE CONTENT AREA
(This area must be filled with the colour white)

1350x560px
Safe area content will display on all screens

1350x200px
Content might not appear on some screens

760px · 1350px

450px · 1000px · 450px

WEBSITE CONTENT AREA
(This area must be filled with the colour white)

1900x700px
Safe area content will display on all screens

1900x300px
Content might not appear on some screens

1000px · 1900px

IN-STREAM VIDEO ADS

winnipegfreepress.com/our-communities/

**Tall Box Video
Aspect ratio 16:9
(300x169px)**

▷ 00:00 ─────○────

Tall Box

**Ad sizes available
for In-Stream**

**Big Box Video
Aspect ratio 16:9
(300x169px)**

▷ 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

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.*