

SHILOSTAG.CA

online advertising



Your source for Army news in Manitoba

Would you like to advertise on-line now that the Shilo Stag is no longer a print edition?

Advertising on the Stag's new website is a great way to have your business or event in front of potential customers while they make plans to visit your establishment.

CFB Shilo is home to the First Regiment Royal Canadian Horse Artillery (1RCHA) and the Second Battalion Princess Patricia's Canadian Light Infantry (2PPCLI). The Base is also home to lodger units such as 3Cdn Div TC C Coy Det Shilo, 3CDSG Sig Sqn Det Shilo, and 11 CF Health Services Centre. The RCA Museum attracts military history enthusiasts from far and wide. In addition to the many Canadian Regular Force and Reserve soldiers who train at CFB Shilo, troops from several foreign countries, including Germany, France, Denmark and the United States, have trained here. Germany, in particular, trained more than 140,000 soldiers from 1974 to 2000 under the direction of the German Army Training Establishment Shilo (GATES). The training area of CFB Shilo covers almost 40,000 hectares, an area approximately 15 kilometres by 30 kilometres. It consists of a unique mix of open prairie, sand dunes and woodlands which, when combined with a wide range of seasonal temperatures, makes CFB Shilo one of the best training areas in the world. As the largest employer in southwestern Manitoba, CFB Shilo has a substantial economic impact on the regional economy, including the City of Brandon. With a population of about 1,400 military personnel and their families, the Base is completely autonomous with accommodations for more than 600 families and quarters for close to 400 single personnel.

Act now! Contact your Stag sales consultant today to secure a prime ad space on the website. You have a captive audience at CFB Shilo, especially following summer posting season.

AD SPECS

- **Acceptable file formats:** For the Stag, its a JPG. At this time, we are not using animated ads (GIF).
- **Acceptable ad content:** Ads must be directed at a general audience. Ads containing restricted content (eg tobacco or cannabis) or adult content will NOT be accepted. The appearance of any ad, offer or promotion is at the sole discretion of the Stag's editor, whose decision is final.
- **Ad link:** Advertisers must provide an external website to which each online ad will be linked.

MONTHLY ADVERTISING RATES

- **Design included.** We'll create your ad for you at no additional cost, and provide a proof for approval.
- **Ad swap-out.** To display varying ad content during the span of the ad buy, ad swap-outs are available at \$40 each*.

Home Page (Banner 9x2)*

1x	2x	3x	6x	12x
\$300	\$250	\$200	\$150	\$75

Section Page (Footers 6x2)*

1x	2x	3x	6x	12x
\$250	\$200	\$150	\$100	\$75

Inside Page (Tile 5x4)*

1x	2x	3x	6x	12x
\$175	\$150	\$125	\$100	\$75

**Rate is for a single ad displayed for the entire timeframe indicated. Applicable taxes are extra.*

204-765-3000 ext 3093

ad placements



Home Page

Section Pages — eg NEWS, SPORTS, HISTORY, CAF/DND

AD POSITION #1
Banner 900 x 200 jpg



STORY

AD POSITION
Tile 4 x 5
600 x 750 jpg

AD POSITION
Tile 4 x 5
600 x 750 jpg

AD POSITION
Tile 4 x 5
600 x 750 jpg

AD POSITION
Tile 4 x 5
600 x 750 jpg

AD POSITION #2
Footer 625 x 200 jpg

AD POSITION #2
Footer 625 x 200 jpg

AD POSITION #1
Banner 900 x 200 jpg



STORY

AD POSITION
Tile 4 x 5
600 x 750 jpg

AD POSITION
Tile 5x4
600 x 750 jpg

AD POSITION #2
Footer 625 x 200 jpg

AD POSITION #2
Footer 625 x 200 jpg