

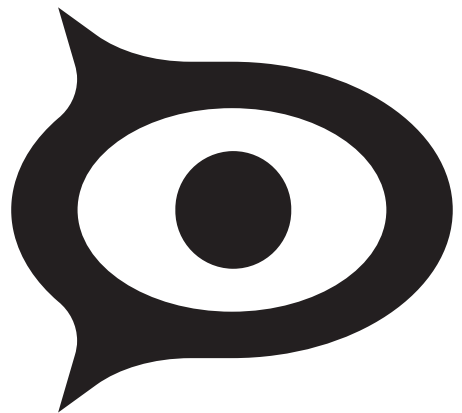
REACH BEYOND YOUR FOLLOWERS

Shop Local.
Promote Locally.

AVAILABLE IN

**PRINT, WEB,
BILLBOARD**

the
walleye
Thunder Bay's arts & culture alternative



 **issuu**

  @thewalleye
www.thewalleye.ca

Questions?

Contact Alaina:
alaina@thewalleye.ca
807-344-3366

The Numbers Speak for Themselves

The Walleye magazine is Thunder Bay's first choice for information on arts, culture and entertainment.

Our **award-winning magazine** is well respected for its **engaging stories, high-quality photographs, and slick design**. Our web rates are among the **lowest cost per click rates in the region**.

We have an impressive social media following with above average engagement including

The Walleye Magazine:

30,000+

average #readers/month (print & digital)

190,000

average page views/month (digital)

6.5

average minutes/engagement (digital)

The Walleye.ca

26,000+

average page views/month

20,000+

users, (90% new)

Our Audience

Social Media: **30,000+**
dedicated social media followers



15,000+
followers



12,000+
followers



5,000+
followers

9,000+
accounts reached/week

6,000+
accounts reached/week

15,000+
tweet impressions/month

A Variety of Print and Multimedia

The Walleye magazine is proud to have print and multimedia ad options.

For complete coverage we can put together a package that works for you and includes print, web, and digital billboard advertising.

Whatever your needs, we have the multimedia solution that can work for you to attract more business and increase your brand awareness with exposure to over 28,000 readers.

Thunder Bay's Sharpest Digital Billboard

The Walleye magazine is well known for its high quality and so is our LED digital billboard.

With the **highest resolution in the city** our LED offers a clear, unpixelated view day and night. Expand your reach to over **270,000 cars per month** in the heart of Thunder Bay's thriving Waterfront District.

Ask about packaging with your existing magazine ad for the best pricing options.



270,000 cars/month
16' wide by 10' tall
Best resolution in city

Print Rate Card

242-1100 Memorial Avenue
Thunder Bay, Ontario P7B 4A3
807.344.3366
www.thewalleye.ca
alaina@thewalleye.ca

November 2023

Rates Per Issue:

Size	1 time	3 times	6 times	1 year	W x H
Full page	\$948	\$921	\$864	\$817	8.25" x 10.25"
1/2 page (t)	\$647	\$591	\$538	\$512	4.0" x 10.25"
1/2 page (w)	\$647	\$591	\$538	\$512	8.25" x 5.1"
1/4 page (sq)	\$374	\$345	\$325	\$297	4.0" x 5.1"
1/4 page (w)	\$374	\$345	\$325	\$297	8.25" x 2.51"
1/8 page (t)	\$231	\$212	\$183	\$160	2.0" x 5.1"
1/8 page (w)	\$231	\$212	\$183	\$160	4.0" x 2.51"

Covers	1 time	3 times	6 times	1 year	W x H
Inside Front	\$1185	\$1157	\$1047	\$1030	8.25" x 10.25"
Inside Back	\$1070	\$1037	\$1019	\$1000	8.25" x 10.25"
Outside Back	\$1185	\$1157	\$1047	\$1030	8.25" x 10.25"

(9.25" x 11.25") book size
1/4" bleeds, CMYK, 300 dpi
.pdf, .ai, .eps (links embedded)

Ask about special pricing when you bundle with web, digital billboard or newsletter ads

30,000
avg.readers/print issue

10,000
avg. readers/digital issue

200+
locations



Northwestern Ontario & Northern Minnesota

Rates per month:



Homepage	1 mo.	6 mo.	1 yr.	w x h
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Leaderboard (top)	\$124	\$115	\$104	728 x 90
Leaderboard (middle)	119	109	100	728 x 90
Leaderboard (bottom)	113	103	98	728 x 90
Pop-up ad	270	231	215	728 x 300

Every Page	1 mo.	6 mo.	1 yr.	w x h
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Banner (beside menu)	\$192	\$153	\$128	468 x 60
Square (side bar)	124	115	100	250 x 250

Article Page	1 mo.	6 mo.	1 yr.	w x h
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Banner (inline w/ articles)	\$104	\$94	\$90	468 x 60
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Newsletter	1x	6x	12x	w x h
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Banner (inline w/ articles)	\$104	\$94	\$90	468 x 60
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Save money and increase your reach by packaging with print, billboard and video.
Contact us for custom pricing.

Rates

hst not included

Time Frame	Rate	w x h
1 Month Bundled Rate *Accompanied by print ad	\$400	512 x 384
1 Month *stand alone digital billboard ad	\$500	512 x 384

SPECS:

Each ad displayed for **9 seconds, up to 40 times per hour, 960 times per day, 48+ hours per month.**

Artwork specs are **72 dpi, 512 x 384**

LOCATON:

The Ruttan Block
Corner of Red River Road and Court
Street South



**Save money
and increase
your reach
by packaging
with print,
web and
video.
Contact us
for custom
pricing.**