POSTMEDIA

Quick Start Guide: Book Your Advertising using Postmedia Ad Manager (P.A.M.)

For Chamber members using the self-serve ad booking platform as part of an Affinity Program

Sept 2025

Contents:

Topic	Page
Welcome!	3
What is Postmedia Ad Manager (P.A.M.)?	4
Launch a campaign in 5 simple steps	5
Video: How to book a digital ad	5
Video: How to book a print ad	5
Receiving your member promo code	6
Video: How to apply a promo code in P.A.M.	6
Ad creative / artwork files	7
Digital Display Ad Formats - Desktop	8
Digital Display Ad Formats - Mobile	9
Print Ad Formats - Broadsheet	10
Print Ad Formats - Tabloid	11
Targeting the Right Audience	12
What Kind of Targeting is Available?	13
P.A.M. FAQs	14
Need More Help?	14

Welcome!

We're excited to offer Chamber members complete control over their marketing with our convenient self-serve ad booking tool, Postmedia Ad Manager (P.A.M.) - advertising made easy for our print and online publications.

We want your experience using P.A.M. to be a smooth one, so this quick start guide covers all the key learnings to get you started. Should you need additional assistance, we are always here to help.

National Post · Financial Post · The Province
Vancouver Sun · Edmonton Journal · Calgary Herald
Saskatoon StarPhoenix · Regina Leader-Post
Windsor Star · The London Free Press · Ottawa Citizen
The Gazette · Edmonton Sun · Calgary Sun
Toronto Sun · Ottawa Sun · Cape Breton Post
The Chronicle Herald · Daily Gleaner · Telegraph-Journal
The Guardian · The Telegram · Times & Transcript
Healthing · Driving.ca

POSTMEDIA

What is Postmedia Ad Manager (P.A.M.)?

P.A.M. is self-serve advertising made easy – an online platform that allows businesses to quickly book ad space with any of our print or online publications to reach highly engaged readers and maximize results.

☑ **Premium Audiences**
Connect with highly engaged, premium audiences in your community or nationwide.

☑ **Fast & Effective**
Easy to use platform with instant access to multi-channel ad placement and real-time campaign reporting.

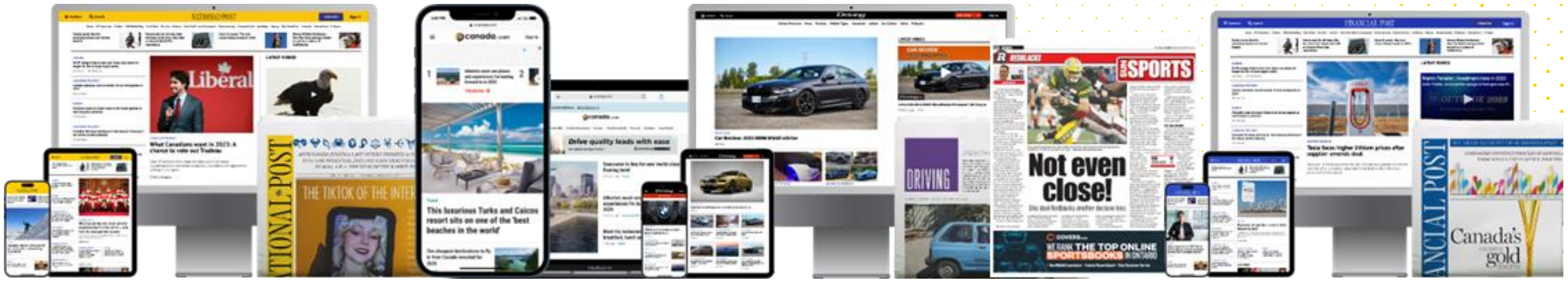
☑ **Precision Targeting**
Reach your ideal customer using geographical and contextual targeting capabilities.

☑ **Get Noticed**
Choose from high impact ad units across desktop, mobile and tablet devices.

☑ **Trusted Environment**
Advertise within Canada's most trusted news outlets, digitally or in print, for greater credibility and reach.

☑ **Creative Support**
Create ads from scratch with our easy-to-use creative builder or upload your own designs effortlessly.

postmediasolutions.com/admanager



POSTMEDIA

Launch a campaign on our networks in 5 simple steps

postmediasolutions.com/admanager

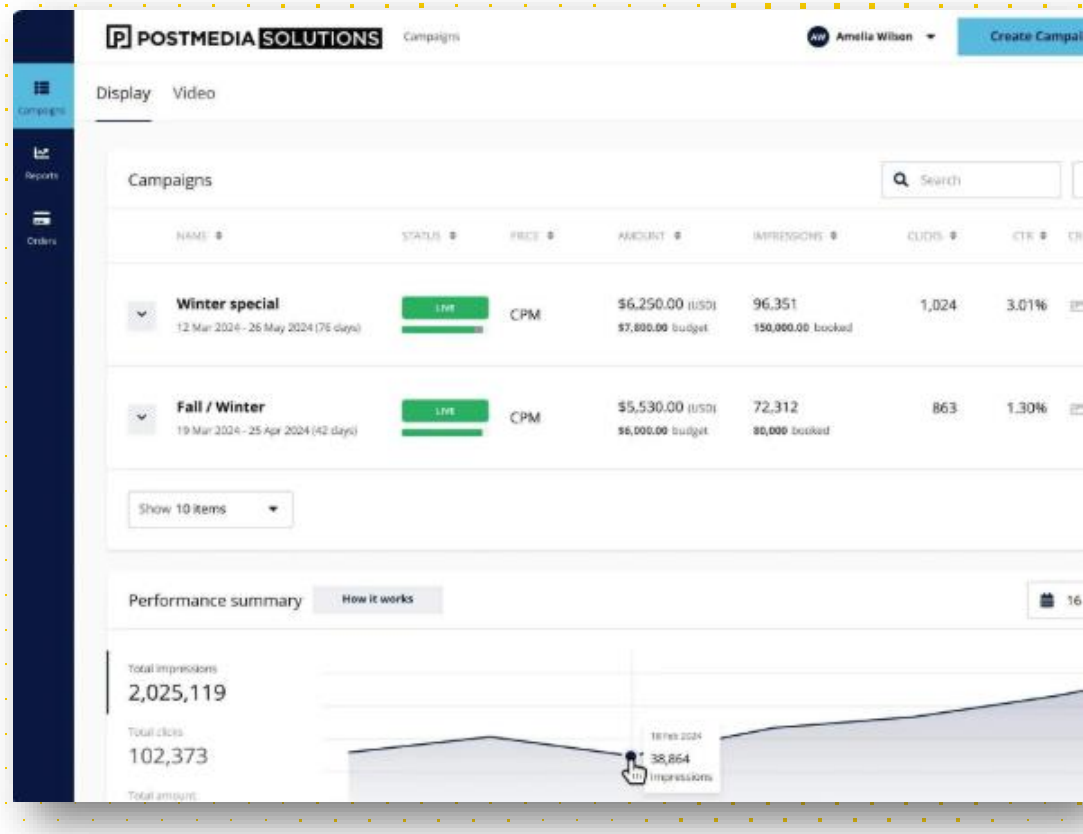
1. **Choose Your Channel – Digital or Print**
   Tailor your campaign by region, sales goals, brand awareness, and more.

2. **Select Your Audience**
   Choose from a variety of targeting options to connect with your ideal customer.

3. **Set Your Budget & Frequency**
   Choose how often your ad appears and set your budget.

4. **Upload Your Ad File**
   Use our easy tool to upload your ad design or create new ones.

5. **Launch & Go Live**
   Enter a promo code if you have one, complete checkout securely, and see your campaign go live!



Video: How to Book a **Digital Ad**

Video: How to Book a **Print Ad**

POSTMEDIA

Receiving Your Member Promo Codes

The advertising credit associated with this program will be granted through a custom generated promo code for use at Checkout when booking ads in Postmedia Ad Manager (P.A.M.). After you register for the program, you will receive an email with the promo codes and instructions specific to value of the credit(s) offered.

How do I register for promo codes?:
When the program launched, you would have received an email from the Chamber with a link to register. Or, visit the Chamber's website where the affinity partner offers are listed.

I already got my promo codes, how do book ads?

Go To: **Create a P.A.M. Account** to book ads

Additional help for applying your promo code can be watched here:

Video: How to apply a **Promo Code** in P.A.M.

POSTMEDIA

Ad Creatives/Artwork Files

- **Come Prepared** – Before logging in to P.A.M. to book your campaign, it is highly recommended that you have your ad design completed and saved to the correct resolution, size and file type, so all ad creatives are ready for upload during the booking process (print: PDF or digital: JPG, PNG).

- **Don't have an ad designed?** – As an alternative to uploading new creatives, you have the option to either reuse an ad you've previously save in your P.A.M. creative library, or build new ad creatives from scratch (for digital ads only) using our easy-to-use Creative Builder.

- **Print Ad Specs:**

File Type: PDF	**Resolution:** 200 dpi or higher
File size: must be below 25MB	**Ad dimensions:** varies depending on publication and size booked.
Colour: CMYK colour or Grayscal depending on your ad booking.	

Digital Ad Specs:

File Types: jpg or png	**Resolution:** 72 dpi
File size: varies, see pages 8 & 9 for guidance.	**Ad dimensions:** varies, see pages 8 & 9 for guidance.
Colour: RGB	

- **Ad Content Approval** – All submitted creatives need to be approved by our team before the Campaign goes live. You will be notified by email if your creative is approved or rejected. You have the option to submit new Creatives if you are not satisfied with the submitted ones.

More Info – visit our detailed 'Creatives' and 'Best Practices' FAQ sections for more helpful information.

Go To: Ad **Creatives** FAQs

Go To: **Best Practices** FAQs

Digital Display Ad Formats for Postmedia sites - DESKTOP

Best practices advise to upload your ad in all 3 standard sizes

DESKTOP

PG PMP

STANDARD

LEADERBOARD

728x90

Traditional Digital Ads optimized for horizontal scrolling.

PG PMP PD

BIG BOX

300x250

Traditional Digital Ads optimized for horizontal scrolling.

PG PMP PD

BILLBOARD

970x250

Traditional Digital Ads optimized for horizontal scrolling, with increased height for enhanced brand exposure.

FILE SIZE

100kb file preferred,
1mb max file size

PREMIUM

XL BILLBOARD

1200x250

Extra Large digital ads optimized for horizontal scrolling with increased height and width for best performance.

XL LEADERBOARD

1200x90

Extra Large digital ads optimized for horizontal scrolling with increased height and width for best performance.

VIDEO

PRE-ROLL IN STREAM

Premium video pre-roll that plays before content. Generally found on Story pages.

SQUEEZEBACK

728x90, 320x50, 300x50
Unique and enhanced experience display ad banner that appears in the content of Video Player.

ENHANCED AD EXPERIENCE

HOMEPAGE TAKEOVER

Digital ad sponsorship opportunity with ability to takeover every ad slot on a page.

PG

POINT OF ENTRY SPONSORSHIP

Maximize both reach and impact with a rotational takeover capped to 1 per user per day for increased engagement.

PG

INTERSCROLLER

Static: 2400x1680

Responsive, customizable template with flexible sizing, auto height, and advanced design controls for high-converting ads on any device.

PG

MULTI UNIT SKIN (MUS)

A high-impact rich media ad that wraps the webpage with animation, video, and interactive features.

PG

REVEALER

Available in all standard IAB ad sizes

Adds a customizable, interactive scratchoff effect to ads for better engagement and performance tracking.

PG

CUBE

Available in all standard IAB ad sizes

Engage users with a 3D rotating Cube ad featuring interactive panels, custom content, motion settings, and unique links on each side.

PG

CLIPBANNER

Available in all standard IAB ad sizes

Boost video ads with a dynamic branded background and customizable placement for high-impact delivery.

PG

Go To: Full Digital Specs Document

These products are available via Programmatic Channels PG **Programmatic Guaranteed** PMP **Private Marketplace** PD **Preferred Deal**

POSTMEDIA

Digital Display Ad Formats for Postmedia Sites – MOBILE

Best practices advise to upload your ad in all 3 mobile sizes

MOBILE

DISPLAY

MOBILE OPTIMIZED

BANNER
320x50 300x50

BIG BOX
300x250

TALL BLOCK
300x600

FILE SIZE

300x50 / 320x50 (50 KB)
300x250 (150KB)

PG PMP PD

VIDEO

PRE-ROLL
IN STREAM

Premium mobile video player which plays before content generally found on Story pages.

PG PMP PD

SQUEEZEBACK

728x90, 320x50, 300x50
Unique and enhanced experience display ad banner that appears in the content of Video Player.

OUTSTREAM

Mobile video which plays on Story pages in between content.

PG PMP PD

ENCHANCED AD EXPERIENCE

INTERSCROLLER

Static: 600x1200

Responsive, customizable template with flexible sizing, auto height, and advanced design controls for high-converting ads on any device.

PG

REVEALER

Available in all standard IAB ad sizes

Adds a customizable, interactive scratchoff effect to ads for better engagement and performance tracking.

PG

CUBE

Available in all standard IAB ad sizes

Engage users with a 3D rotating Cube ad featuring interactive panels, custom content, motion settings, and unique links on each side.

PG

CLIPBANNER

Available in all standard IAB ad sizes

Boost video ads with a dynamic branded background and customizable placement for high-impact delivery.

PG

Go To: Full Digital Specs Document

These products are available via Programmatic Channels PG **Programmatic Guaranteed** PMP **Private Marketplace** PD **Preferred Deal**

POSTMEDIA

Print Ad Formats - Broadsheet

NATIONAL
National Post
Financial Post

ALBERTA
Calgary Herald
Edmonton Journal

BRITISH COLUMBIA
Vancouver Sun

MANITOBA
Winnipeg Sun

NEW BRUNSWICK
Kings County Record
Telegraph-Journal
The Bargain Hunter
The Daily Gleaner
The Northern Light
The Tribune
Times & Transcript

NEWFOUNDLAND
The Telegram

PRINCE EDWARD ISLAND
Journal Pioneer
The Guardian

NOVA SCOTIA
Annapolis Valley Register
Cape Breton Post
New Glasgow News
South Shore Breaker
The Casket
The Chronicle Herald
The Tri-County Vanguard
Truro News
Valley Journal Advertiser

ONTARIO
Belleville Intelligencer
Brantford Expositor
Brockville Recorder & Times
Chatham Daily News
Cornwall Standard Freeholder
Kingston Whig Standard
Kirkland Lake Northern News This Week
The London Free Press
North Bay Nugget
Norfolk & Tilsonburg News
Ottawa Citizen
Owen Sound Sun Times
Sarnia Observer
Sault Ste. Marie Sault Star
Sault This Week
Simcoe Reformer
Stratford Beacon Herald
Sudbury Star
Timmins Daily Press
Windsor Star
Woodstock Sentinel-Review

QUÉBEC
Montreal Gazette

SASKATCHEWAN
Regina Leader-Post
Saskatoon StarPhoenix

TAKE OWNERSHIP - WRAP

For complete Wrap specs and details see "Special Ad Executions"

10.34"w x 16.57"h | 10.34"w x 16.57"h | 8.242"w x 20.5"h | 10.34"w x 20.5"h | 10.34"w x 20.5"h | 10.34"w x 20.5"h

GET RESULTS

1/2 PAGE	VERTICAL PLUS	VERTICAL SLIM	1/4 PAGE	BANNER 30	BANNER 40	TICKER
10.34"w X 10.214"h	6.144"w X 10.214"h	4.046"w X 10.214"h	10.34"w X 5"h	10.34"w X 2.142"h	10.34"w X 2.857"h	10.34"w X 0.714"h

IN THE SPOTLIGHT

DOUBLE PAGE	FULL PAGE	1/2 PAGE DPS	7/10 HORIZONTAL	3/5 VERTICAL
21.857"w X 20.5"h	10.34"w X 20.5"h	21.857"w X 10.214"h	10.34"w X 14.285"h	6.144"w X 20.5"h

FUNDAMENTALS

POSTCARD	POSTCARD PLUS	CUBE	BUSINESS CARD	LUG	SKYSCRAPER	TEASER
4.046"w X 5"h	6.144"w X 5"h	4.046"w X 4"h	4.046"w X 1.948"h	1.948"w X 1.948"h	4.046"w X 7.14"h	1.948"w X 1.071"h

Go To: Full Broadsheet Document

POSTMEDIA

Print Ad Formats – Tabloid

ALBERTA
Calgary SUN
Devon Dispatch News
Edmonton SUN
Fort Saskatchewan Record
High River Times
La Nouvelle Beaumont News
Leduc Representative
Sherwood Park News
Spruce Grove Examiner
Stony Plain Reporter
Wetaskiwin Times-Advertiser

BRITISH COLUMBIA
The Province

MANITOBA
Kenora Miner and News
Portage Graphic Leader
Winnipeg Sun Sports (Saturday & Sunday

NEW BRUNSWICK
Info Weekend
L'Etoile
Miramichi Leader

ONTARIO
Brockville This Week
Chatham This Week
Clinton News Record
Cochrane Times Post
Community Press
Elgin County Market
Elliot Lake Standard
Espanola Mid North Monitor
Exeter Lakeshore Times-Advance
Gananoque Reporter
Goderich Focus
Goderich Signal Star
Grey Bruce This Week
Hanover Post
Kincardine News
Kingston This Week
Kingston Homes
Londoner
Lucknow Sentinel
Mitchell Advocate
Ottawa SUN
Oxford Review
Pembroke Observer and News
Picton County Weekly News
Port Elgin Shoreline Beacon
Sarnia This Week
Seaforth Huron Expositor
St Thomas Times Journal
Strathroy Age Dispatch
Timmins Times
Toronto SUN
Trentonian
Wallaceburg Courier Press
West Elgin Chronicle
Wiarton Echo

SASKATCHEWAN
Melfort Nipawin Journal
Regina QC
Saskatoon Bridges

TAKE OWNERSHIP - WRAP

For complete Wrap specs and details see "Special Ad Executions"

10.34"w X 8"h

10.34"w X 10.214"h

Keep 3.25" x 3.25" of top left clear of any important elements

10.34"w X 8"h

10.34"w X 10.214"h

IFC: INSIDE FRONT COVER
IBC: INSIDEBACK COVER
OBC: OUTSIDE BACK COVER

IN THE SPOTLIGHT

FULL PAGE

10.34"w X 10.214"h

DOUBLE PAGE

21.39"w X 10.214"h

GET RESULTS

1/2 HORIZONTAL

10.34"w X 5"h

VERTICAL PLUS

6.144"w X 10.214"h

VERTICAL SLIM

4.046"w X 10.214"h

SKYSCRAPER

4.046"w x 7.142"h

BANNER

10.34"w x 2.142"h

TICKER

10.34"w X 0.714"h

FUNDAMENTALS

POSTCARD

4.046"w X 5"h

POSTCARD PLUS

6.144"w X 5"h

CUBE

4.046"w X 4"h

BUSINESS CARD

4.046"w x 1.948"h

LUG

1.948"w x 1.948"h

TEASER

1.948"w x 1.071"h

Go To: Full Tabloid Document

POSTMEDIA

Targeting the Right Audience

How does targeting work?

- Targeting is the way in which you customize your campaign and decide who will see your ad on Postmedia's news sites and/or printed newspapers.

- **Digital ads** - You can determine which consumer groups will be able to see your ad through our targeting and digital tactic options. We recommend multiple tactics purchased per campaign to fully target your desired audience. The more niche your targeting settings are, the higher the CPM for your campaign and vice versa. It is important to make sure your targeting options are not too specific so that your campaign can reach as many visitors as possible.

- **Print ads** – you can target a local or national audience depending on the publication you select. Additionally, larger publications allow for ad placement in desired sections, such as, "Sports" or "Lifestyle" sections of the paper.

What is 'first-party data' and how does it help with targeting?

- First-Party is the data that we collect on our sites, and includes everything from the registration information our users provide when they subscribe to which social media sites they share our articles on. Anything collected by clients on their properties and shared with us is 2nd party data, whereas anything else (such as data bought in from data suppliers) is considered 3rd party. Examples of 1st party data include:

    - **Behavioral data** - It is collected when a user browses one of our web page. It includes: content read, time on page, clicks, scrolling, video engagement and engagement with advertising.
    - **Contextual data** - It describes the content being read and metadata about an article. It includes: author, description, topic, keywords and NLP.
    - **Declared data** is provided directly to a publisher by a user. This includes data such as: name, email addresses, or preferences about certain topics.

What Kind of Targeting is Available When Booking With P.A.M.?

Digital targeting options on Postmedia's news sites:

- **GEO-TARGETING:** This is location-based targeting, such as a province or city. You can choose multiple geo targets.
- **AUDIENCE TARGETING:** Driven by our extensive nationwide first-party data and innovative technology, you can choose from one of Postmedia's desired audiences such as Arts & Entertainment Afficionados, Financial Enthusiasts, Sports Fans and more. GEO targeting is also included with this option.
- **CONTEXTUAL TARGETING:** Align your campaign to a relevant content category or topic such as Food & Lifestyle, Travel, Auto and more. GEO targeting is also included with this option.

Print targeting options:

- Print ads use location-based targeting when you choose a newspaper distributed in a desired location. As well, larger publications allow for contextual ad placement in specific sections of the paper, such as "Sports" or "Lifestyle".

Learn More - For additional targeting best practices, go to your Best Practice Hub:

Go To: Targeting **Best Practices**

For additional targeting instructions at the time of booking in P.A.M., watch this video:

Video: How to Book a **Digital Ad**

POSTMEDIA

P.A.M. FAQs

- For additional information and helpful insights ad bookings visit our FAQ site.

Got To: **P.A.M. FAQs**

POSTMEDIA