









PHOTO CREDIT: SEAN RYAN / GREG ESTABROOKS / NORTH BAY NUGGET



The North Bay Nugget

2026 MEDIA KIT

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POSTMEDIA

Who we are...

We are your hometown newsroom, rooted in North Bay and serving communities across the Nipissing region and surrounding areas with trusted, high-quality local journalism. From city hall and classrooms to community events, local concerts, and ribbon cuttings, we cover the stories that shape everyday life in North Bay, Callander, Powassan, Mattawa, and nearby communities.

Local support is at the heart of what we do. We shine a spotlight on the people, organizations, and small businesses that power North Bay and surrounding neighbourhoods, connect residents with the services they rely on, and deliver practical, reader-focused coverage that helps turn ideas into action.

As part of Postmedia, we combine hometown credibility with national strength. That means your message benefits from brand-safe environments, deep audience insights, and media innovation delivered at scale.

NORTH BAY NUGGET

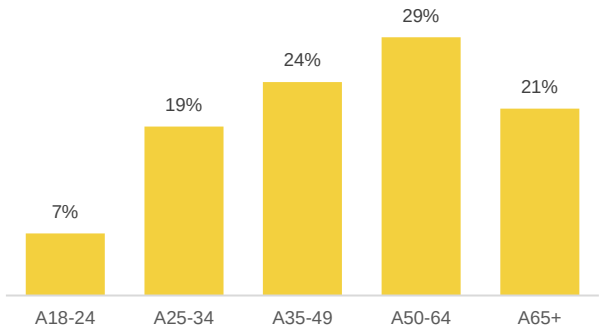


North Bay Nugget & Postmedia monthly reach *

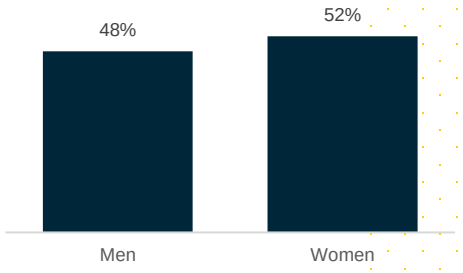
53,657

48.5K Digital Monthly Visitors

Digital Age Demographics



Digital Gender Demographics



Device Breakdown

27%

65%

8%

*Monthly reach may exceed population due to reaching the same audience on different devices
Source: Google Analytics Airdrie

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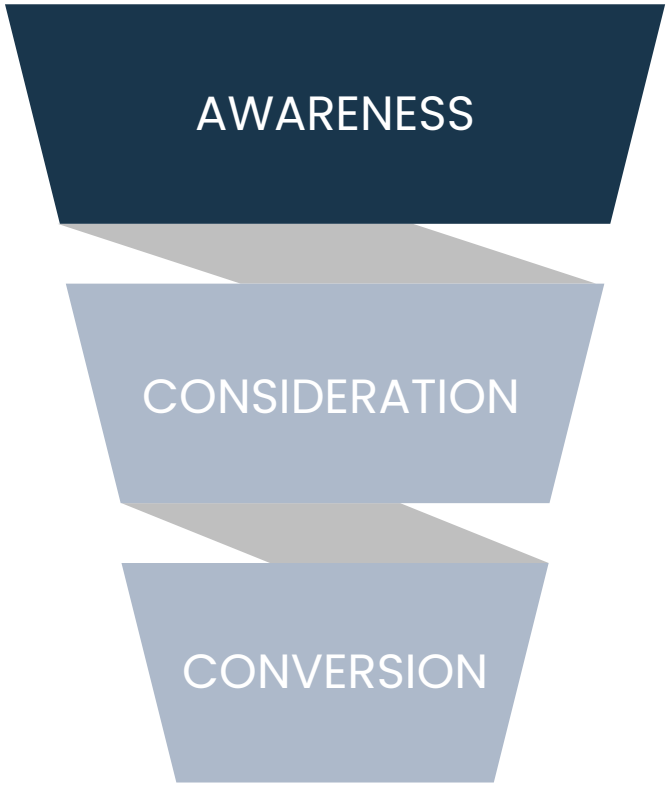
Awareness Solutions

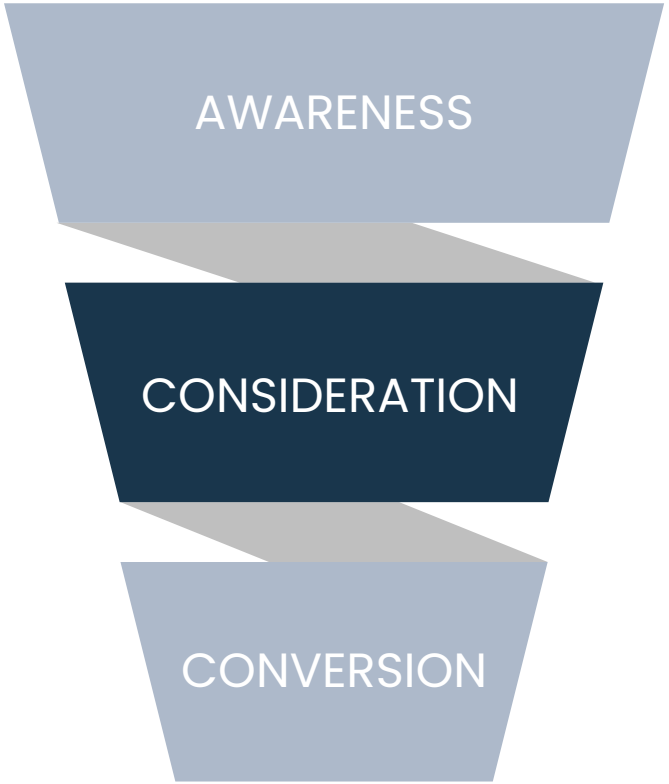
Brands that are thought of first are far more likely to be bought



Digital Advertising	Show up in video and display on the sites your customers visit every day
Digital Out of Home (DOOH)	Put your business on screens where people shop and commute
Print Advertising	Northern News This Week readers receiving front-door delivery every week
Digital Audio	Reach local customers while they stream music and podcasts
Website Development	We will build you a professional website ready to convert in days, not months

Consideration Solutions

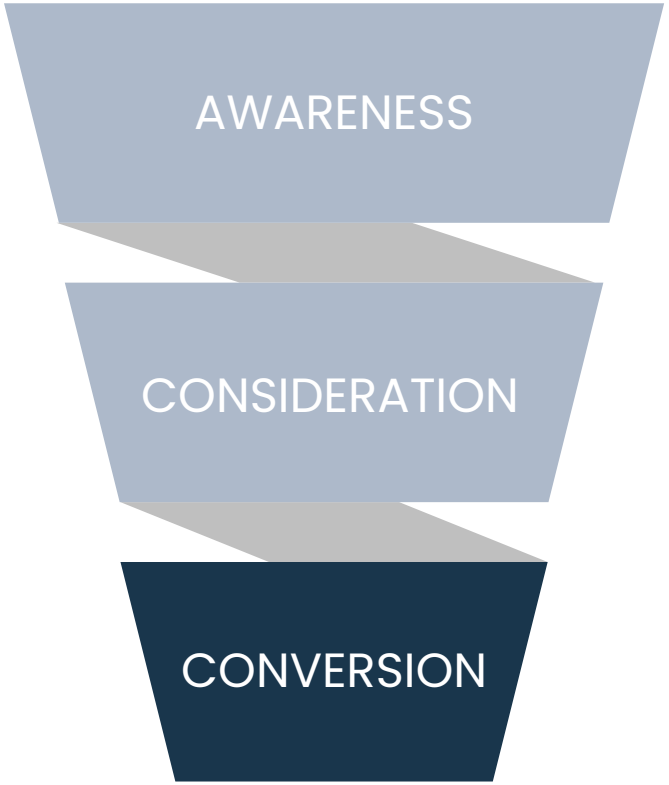
When brands show up during exploration, they can dislodge the initial favourite and win the sale



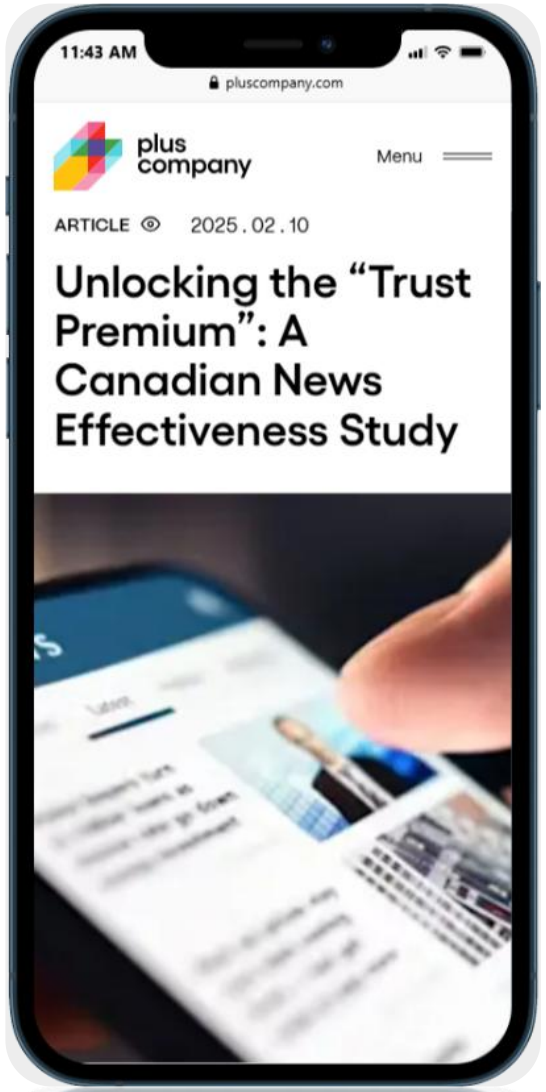
Search Engine Optimization	Show up at the top of the organic search results
Landing Pages	We build you a focused page that turns ad clicks into customer calls
Sponsored Content	A feature story about your business that readers trust
Programmatic Advertising	AI-driven advertising placement to find the right people at the right time
Audience Measurement	See who is visiting your website, where they came from, and what they do

Conversion Solutions

Drive action and support final decision-making



Social Media Advertising	Reach your ideal local customer on Facebook, Instagram, and TikTok
Google Shopping	Your ads appear when customers search for products on Google
Search Engine Marketing	Be the first result when your potential customers are ready to convert
Chat Solutions	Never miss a lead – answer customer questions 24/7
Local Search (LSO)	Get found on Google Maps, Yelp, and 25+ other directories



Trust Matters

Research shows that readers are drawn to impactful stories – good or bad – that impact their communities and nation. Advertisers gain from a presence in news environments (particularly local) as a result of a **"Trust Premium".**

58%

BRAND RATING INCREASES WITH PUBLISHER TRUST

35%

NEWS PUBLISHERS ARE SEEN ABOVE BASELINE LEVEL OF TRUST ACROSS INFORMATION ENVIRONMENTS

25%

INCREASE IN BRAND LIFT RATING FROM TRUSTWORTHY ENVIRONMENTS

16%

ADDITIONAL LIFT FOR LOCAL NEWS PUBLISHERS AND PERCEIVED TRUSTWORTHINESS AMONG LOCAL AUDIENCES

plus company

VOX POP LABS

Google News Initiative

The North Bay Nugget | POSTMEDIA

Integrated Solutions

Where creativity meets connectivity.

BUNDLED SOLUTIONS

One System. One Fee. Total Market Presence.

Stop juggling five vendors, five invoices, and five logins. Our bundles give you website, search visibility, retargeting, brand awareness, and print — all working together, managed by one team.

LOCAL FOUNDATION

Local Visibility System

$229 per month

- ✓ Professional website
- ✓ Display ads and print ad credit
- ✓ Featured business profile page
- ✓ Online classified marketplace ads
- ✓ Social media content assist
- ✓ Local search listing

GROWTH PLUS

Customer Generation Architecture

$468 per month

- ✓ Enhanced website
- ✓ SEO backlinks
- ✓ Display ads and print ad credit
- ✓ Business profile page & classified ads
- ✓ Online classified marketplace ads
- ✓ Local search listing

MARKET LEADER

Market Domination Platform

$878 per month

- ✓ Authoritative Website
- ✓ 3 annual content campaigns
- ✓ SEO backlinks
- ✓ YouTube video advertising
- ✓ Business profile page & classified ads
- ✓ Local search listing

Sponsored Stories

Reach audiences through a voice they trust

Sponsored Content

Access our credentialled journalists to create tailored content that engages your target audience and promotes your brand. With control of the narrative, you can build authority, credibility, and thought leadership across multiple platforms.

Directed Editorial

Collaborate with our editorial team to report on a topic that supports your business objectives, while leveraging our highly engaged audience. This turn-key solution offers you brand authority and the trust halo of our brands.

Guest Blogs

Let our commercial content team make your life easier! We have over 700 writers on staff, ready to help you build out content for you.

CONTENT



CONTENT IN-FEED ADS



PRINT ARTICLE-ONLY OPTIONS



FULL PAGE | HALF PAGE | DOUBLE PAGE

PRINT ARTICLE + AD OPTIONS



FULL PAGE | FULL PAGE | DOUBLE PAGE

For complete digital and/or print specifications, refer to our client resources.

The North Bay Nugget | POSTMEDIA

Smarter Digital Marketing, Stronger Results.



SEARCH ENGINE OPTIMIZATION (SEO)
Increase organic traffic by ranking higher in search results. Drive better website ROI, traffic, leads, and more sales for your business!



SEARCH ENGINE MARKETING (SEM)
We help your business show up at the top of search results when customers are ready to buy.



ECOMMERCE
Trust us to create an easy-to-use eCommerce websites and promote your inventory in real time to help you sell more online.



SOCIAL MEDIA ADVERTISING
Target audiences through social channels and influence them to choose your business.



SOCIAL MEDIA MANAGEMENT
We can help your business stay active, visible, and connected with your audience by planning, creating, and managing consistent content across key social platforms.



PLATFORMS
Leverage high engagement platforms like digital audio, video, and out-of-home advertising to expand the reach of your brand.

Digital Media

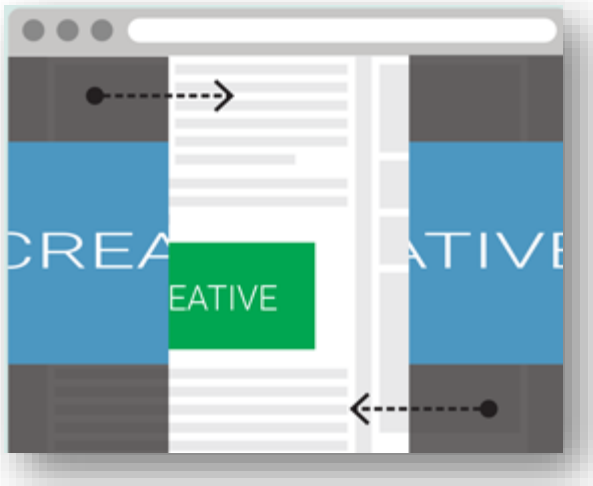
Explore what digital advertising with the North Bay Nugget and Postmedia can offer your brand.

The North Bay Nugget | POSTMEDIA

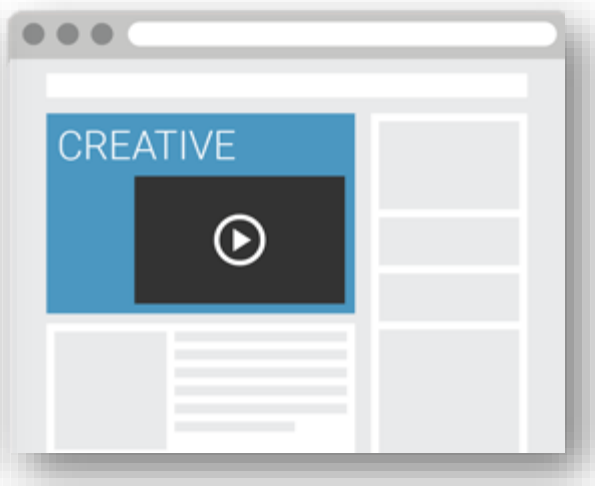
DIGITAL DISPLAY ADVERTISING

High Impact Opportunities

Elevate your brand's visibility and captivate your audience with Postmedia's premium, attention-grabbing ads!



CONVERGER
Click here for example



CLIPBANNER
Click here for example



CUBE
Click here for example



REVEALER
Click here for example

For complete digital and/or print specifications, refer to our client resources.

The North Bay Nugget | POSTMEDIA

Desktop Ad Formats

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.

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

CONVERGER



2400x1680
Optional top layer: 600x500

Sliding-door ad unit featuring full-screen animated layers, optional video, adjustable timing, and separate click-throughs before folding back to a persistent base ad.

PG

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

Mobile Ad Formats

MOBILE

DISPLAY

MOBILE OPTIMIZED



BANNER
320x50 300x50

BIG BOX
300x250

TALL BLOCK
300x600

Mobile specific display ads optimized for vertical scrolling positioned strategically for best mobile performance.

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

CONVERGER



600x1200
Optional top layer: 280x230

Sliding-door ad unit featuring full-screen animated layers, optional video, adjustable timing, and separate click-throughs before folding back to a persistent base ad.

PG

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

Print Media

See how print advertising with our new regional print publication, Northern News This Week and Postmedia can enhance your brand.

The North Bay Nugget | POSTMEDIA

High Impact Advertising

Elevate your exposure in the most impactful way with high impact print solutions like our 100% SOV high-impact front cover, double page spread, or sponsored content!

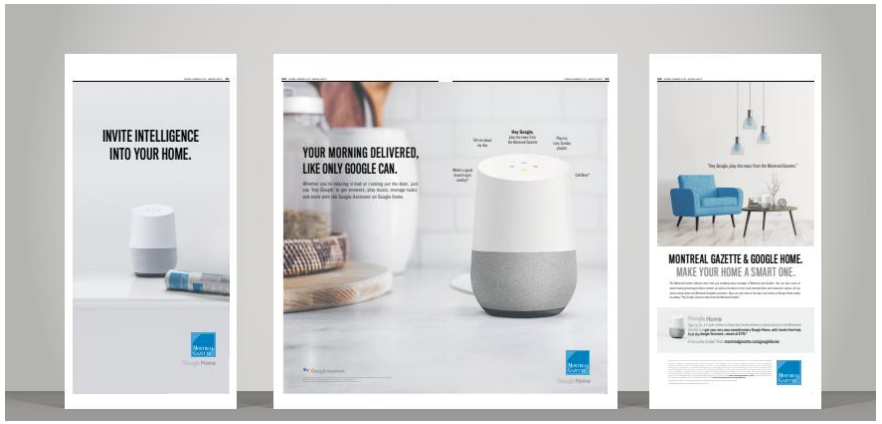
Front Page Wrap

Be the first message that a reader sees with powerful impactful. Available in various formats as 2 or 4 pages.



Double Page Spread

Stand out with an exclusive 4 page mini-section inside the paper. This impactful execution offers a large canvas to creatively convey your marketing message.



Print Ad Positions

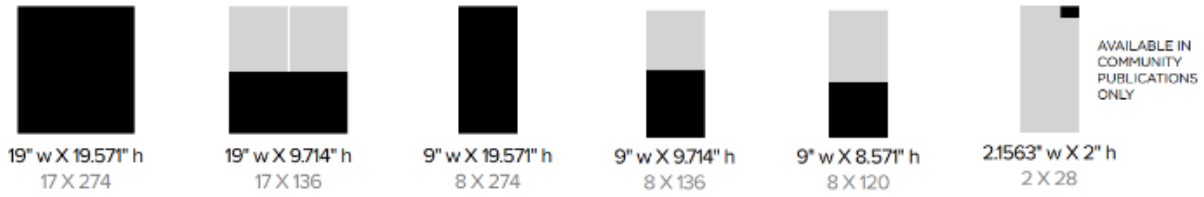
TAKE OWNERSHIP - WRAP

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



MASTHEAD			IFC INSIDE FRONT COVER	IBC INSIDE BACK COVER	OBC OUTSIDE BACK COVER
9" w X 16.143" h	9" w X 16.143" h	9" w X 15.883" h	9" w X 19.571" h	9" w X 19.571" h	9" w X 19.571" h
8 X 226	8 X 226	8 X 222	8 X 274	8 X 274	8 X 274

IN THE SPOTLIGHT



DOUBLE PAGE	DOUBLE 1/2 PAGE	FULL PAGE	1/2 HORIZONTAL	CROSS TABLOID	COVER LUG
19" w X 19.571" h	19" w X 9.714" h	9" w X 19.571" h	9" w X 9.714" h	9" w X 8.571" h	2.1563" w X 2" h
17 X 274	17 X 136	8 X 274	8 X 136	8 X 120	2 X 28

GET RESULTS



HORIZONTAL SPOTLIGHT	HORIZONTAL FEATURE	BANNER	TICKER	1/2 VERTICAL	SKYSCRAPER
9" w X 5" h	9" w X 4" h	9" w X 2.5" h	9" w X 0.5" h	4.4375" w X 19.571" h	4.4375" w X 8.571" h
8 X 70	8 X 56	8 X 35	8 X 7	4 X 274	4 X 120

FUNDAMENTALS



POSTCARD	HALF ISLAND	BUSINESS CARD	VERTICAL FEATURE	TEASER
4.4375" w X 5" h	4.4375" w X 4" h	4.4375" w X 2" h	2.1563" w X 4" h	2.1563" w X 2" h
4 X 70	4 X 56	4 X 28	2 X 56	2 X 28

For complete digital and/or print specifications, refer to our client resources.

The North Bay Nugget | POSTMEDIA

What's it like to work with Postmedia Solutions?

“IN OUR EXPERIENCE WORKING WITH THE POSTMEDIA DIGITAL TEAM, THEY HAVE PROVEN TO BE VERY PROFESSIONAL AND KNOWLEDGEABLE IN THE DIGITAL SPACE.”

“They are a results driven team who monitors key metrics to test and optimize results. We have a long-standing relationship with Postmedia as a provider of print media advertising. Since January 2020, we have a new relationship with Postmedia as our partnership for digital media. Postmedia has proven to be a strong partner for us in this space.”

Katie Reusch
Director, Omni-Channel
Marketing & Communications
Birks

MAISON BIRKS EST. 1879

"ACHIEVING EXPANSIVE AUDIENCE REACH WITH POSTMEDIA IN ONTARIO AND ENGLISH QUEBEC."

"Postmedia executed numerous campaigns to drive sales and conversions for Air Transat, resulting in over 16.4 million digital impressions, almost 83% video completion rate, 43,000+ clicks, 0.26% average CTR, and 94% viewability."

Air transat

"INSPIRING WINTER TRAVEL TO QUÉBEC CITY WITH SPONSORED CONTENT AND STRATEGIC AMPLIFICATION

Destination Québec Cité’s winter tourism campaign outperformed industry benchmarks across every channel. With highly engaging content, efficient native and display placements, and social results, Postmedia helped convert travel inspiration into real intent from Canadians.

The article “How to spend 48 hours in Québec City this winter” earned 12,700+ views with an average attention time of 4 minutes 35 seconds."

Destination Québec cité



Let us deliver impactful results for you!

Contact us at:
sales@postmedia.com

Contents are subject to change without notice.
For the latest information, refer to postmediasolutions.com/mediakits

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