

# ONLINE ADVERTISING

*Partner with News Media Canada to enhance your brand credibility among an engaged audience.*

News Media Canada offers a number of targeted online advertising solutions to help your company gain exposure and connect with industry insiders.

With numerous digital communications vehicles and a highly engaged membership, News Media Canada is an ideal advertising partner for brands looking to reach news media industry decision-makers across the country.


News Media Canada is the voice of the Canadian news media industry, representing print and digital news organizations in every province and territory across the country.

Members turn to News Media Canada as a trusted source of information, relying on our website, publications and other communications vehicles for coverage of the latest industry news and trends.



Contact us today to find out how we can customize a strategy to suit your unique promotional needs.

**For more information on advertising opportunities with News Media Canada, contact us at [info@newsmediacanada.ca](mailto:info@newsmediacanada.ca).**



## RATE CARD 2019

Product	Placement	Size	Per month
News Media Canada website	 Leaderboard	728 x 90 pixels	\$399 (rotating)
			\$1499 (exclusive)

News Media Canada website ads are an effective way to showcase your brand to an engaged and attentive audience. With over 18,000 unique visitors each month, the News Media Canada website is the go-to resource for the Canadian news media industry. Highly visible leaderboard ads on both English and French sites are offered on an exclusive or rotating basis.

Product	Placement	Size	Per issue
News on News e-newsletter	 Banner - Position 1 above header graphic	620 x 77 pixels	\$199
News on News e-newsletter	 Banner - Position 2 above Research/ Marketing feature	620 x 77 pixels	\$149

Canada's premier newspaper industry e-newsletter **News on News** is distributed every week to over 3,500 English-language and 200 French-language subscribers, including newspaper publishers, managers and staff, media owners and executives, and members of the public. Delivered directly to subscribers' inboxes, advertising in **News on News** will connect you with association members and other industry stakeholders.

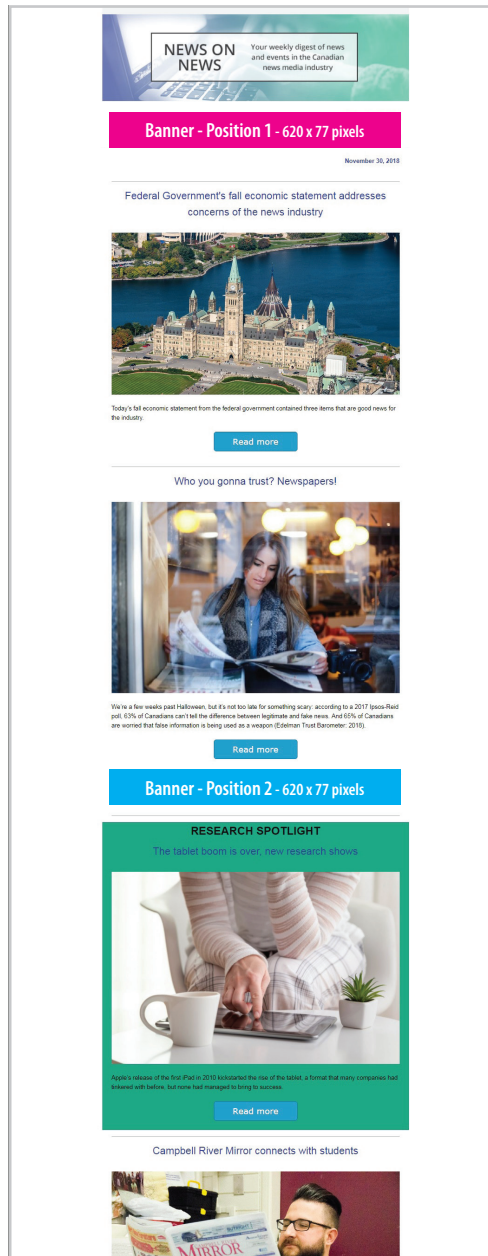
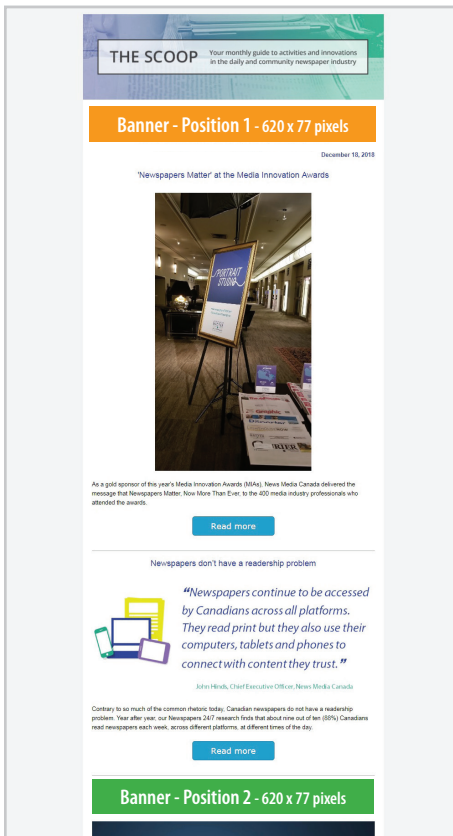
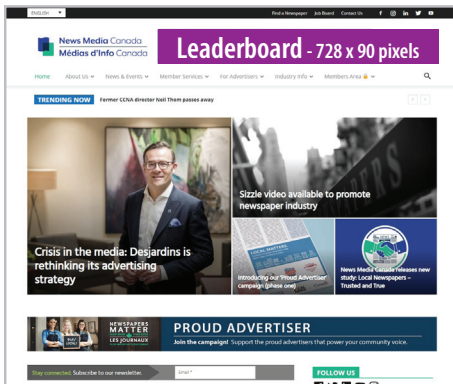
Product	Placement	Size	Per issue
The Scoop e-newsletter	 Banner - Position 1 below header	620 x 77 pixels	\$99
The Scoop e-newsletter	 Banner - Position 2 above footer	620 x 77 pixels	\$75

The Scoop e-newsletter is distributed monthly to advertisers, media planners and buyers, and creative agencies to keep them abreast of activities and innovation in the newspaper industry. Delivered in English and French to over 650 subscribers, **The Scoop** contains relevant Canadian and international news stories, research reports, case studies and more.

Product	Description	Per year
Vendors Directory	<b>Premium listing:</b> Standard listing plus logo and company description	\$399
Vendors Directory	<b>Basic listing:</b> Company name and contact information	\$299

News Media Canada's online **Partners Directory** contains listings of industry suppliers and services and is an excellent resource for the decision-makers at Canada's print and digital news media.

# ONLINE ADVERTISING



## TECHNICAL SPECIFICATIONS

### Website and Newsletter Ads

- Artwork accepted in the following file formats: JPG, PNG or GIF. No animated GIF files, please.
- Artwork must be 72 DPI.
- Maximum file size of 100 KB.
- For ad sizes, refer to the diagrams on the left.
- For web ads, specify campaign start and end dates.
- For newsletter ads, specify publication date and position. News on News is published every Thursday.
- Artwork to be submitted no less than 3 business days prior to campaign start date.
- Include both the artwork file and the URL that the ad should clickthrough to.
- There will be a \$50 production charge for any files that are submitted unfinished or in formats other than those listed above.

### Vendors Directory Listings

- Premium listings: Company logo artwork accepted in the following file formats: JPG, PNG, EPS.
- Premium listings: Provide company description in 50 words or less.
- All listings: Provide contact information for the company representative to be listed. Include contact name, job title, mailing address, phone number, email address, website URL.