

# DIGITAL ADVERTISING

## RATES

(all rates are NET)

### 2017 Online Rates/Month foodincanada.com

	1x	3x	6x	9x
<i>(run of site)</i>				
Top Banner	1,475	1,375	1,275	1,095
Big Box (2)	1,475	1,375	1,275	1,095
Text Ad	1,270	1,170	1,120	1,065
2nd Banner	1,065	965	865	760

### Web Stats & Analytics

60,000 impressions/month  
10,000 Unique Visitors  
Maximum 5 ads in rotation



**Top Banner**  
728 X 90 +  
320x50 (mobile ad)

**Big Box**  
300 X 250

**2nd Banner**  
728 X 90

**Text Ad**  
728 X 90



**Top Banner**  
468 X 60

**Big Box**  
300 X 250

**Text Ad**  
620 X 125

**2nd Banner**  
468 x 60

### Web Stats & Analytics

10,000 online recipients

### 2017 eNewsletter Rates/Week

	1x	3x	6x	9x
Top Banner	1,375	1,275	1,175	1,075
Big Box (2)	1,375	1,275	1,175	1,075
Text Ad	1,275	1,175	1,075	975
2nd Banner	1,075	975	925	875

**PLUS:** Bimonthly eNewsletters focused on:

- > Meat
- > Baking
- > Food Safety
- > General

**100% CASL Compliant**



### 2017 eDirect/eBlast

Priced at **\$300** per thousand email addresses  
(Minimum charge of \$1,995)

Available emails **10,000** (100% CASL Compliant)

We can customize a content specific eNewsletter for your category — singularly focused and singularly branded.