

# DIGITAL

## Rates & Specs

(all rates are NET)

### 2018 Online Rates/Month

foodincanada.com

	1x	3x	6x	9x	12x
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(run of site)

Top Banner	1,520	1,420	1,315	1,130	1,095
Big Box (2)	1,520	1,420	1,315	1,130	1,095
Text Ad	1,310	1,205	1,155	1,100	1,045
2nd Banner	1,100	995	890	780	760

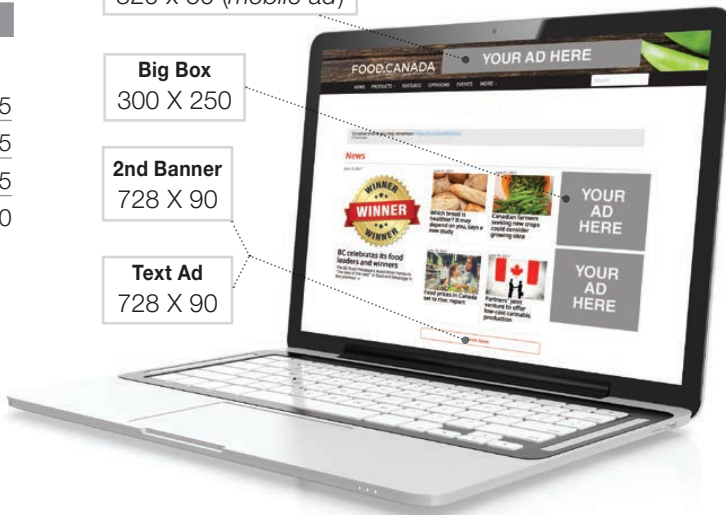
Maximum 5 ads in rotation

**Top Banner**  
728 X 90 +  
320 x 50 (mobile ad)

**Big Box**  
300 X 250

**2nd Banner**  
728 X 90

**Text Ad**  
728 X 90



**Pushdown Top Banner**  
970 X 90  
expands to  
970 X 415



### Expandable & Pushdown Banners\*

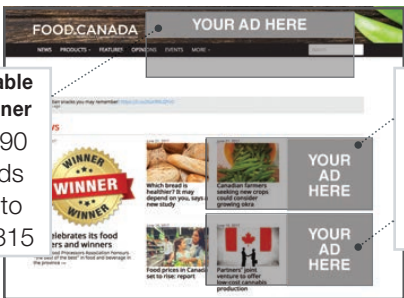
	1 Week	1 Month
970 x 90 (Push Down)	1,595	2,495
Top Banner Expandable	1,395	2,295
Big Box (2) Expandable	1,395	2,295
2nd Banner Expandable	1,295	1,995

\*Creative must be supplied by the client

**10,000** Visitors a month



**Expandable Top Banner**  
728 X 90  
expands  
down to  
728 X 315



**Expandable Big Box**  
300 X 250  
expands  
left to  
600 X 250



**Top Banner**  
468 X 60

**Big Box**  
300 X 250

**Text Ad**  
620 X 125

**2nd Banner**  
468 x 60

### 2018 Newsletter Rates/Week

	1x	3x	6x	9x	12x	24x
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(run of site)

Top Banner	1,420	1,315	1,210	1,110	1,075	995
Big Box (2)	1,420	1,315	1,210	1,110	1,075	995
Text Ad	1,315	1,210	1,110	1,005	975	945
2nd Banner	1,010	1,005	950	900	875	895



**Bimonthly newsletters focused on:**

- > Meat
- > Bake
- > Food Safety
- > General

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#### 2018 eDirect/eBlast

Priced at **\$395** per 1,000 email addresses

**Available emails 2725**

Eblasts allow you to add significant topping power and impact to your sales and marketing campaign with your custom-designed, audience-directed message. EBlasts are an extremely effective and cost-efficient way to extend your brand to the online market, giving you the opportunity to get your message out — when and how you want — A "Call to Action." Perfect for building strong brand awareness, prospecting and new product promotion.

- > Engage targeted prospects with your customized emarketing message
- > Elevate awareness and add momentum to your marketing campaign

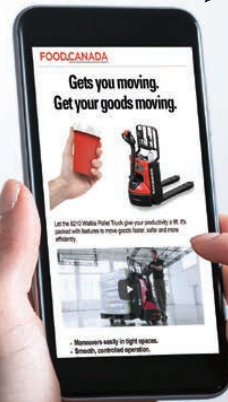
- > Provide timely, immediate communication of:
  - > New product/technology introductions
  - > Company news and announcements
  - > Special offers
- > Reach thousands of potential customers (through our CASL compliant, opt-in subscriber list)

- > Educate and inform a top-level audience of subscribers
- > Build excitement with your opportunity-specific message

#### Program Specifics:

- > You supply the message via your custom-designed html email file
- > We work with you to determine delivery from list selection to deployment date to meet your mission-critical objectives
- > Custom newsletter format also available

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



100% CASL Compliant

## @-product spotlight

**Food in Canada's e-Product Spotlight is designed specifically to generate leads directly to you and your sales people.**

This lead generating newsletter platform can be used to promote new product introductions, existing products, services, introduce new personnel, industry events, webcasts, white papers and much, much more.

And it's simple: Provide us with an image and up to 60 words of copy along with a URL (where you would like to drive the viewer when they click on the link in your ad).

### LEAD GENERATOR

Within five days you will receive a detailed lead report that will include full contact information: name, title, company address, phone and fax of everyone who clicked open the URL you provided.



1x	3x	6x	12x
1,045	940	835	625

Limited to 8 positions

Reach almost 2,000 and growing CASL compliant subscribers in our **e-Product Spotlight**

100% CASL Compliant