

DIGITAL

Rates & Specs

(all rates are NET)

2019 Online Rates/Month

foodincanada.com

	1x	3x	6x	9x	12x
<i>(run of site)</i>					
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 Top Banner
728 X 90
expands
down to
728 X 315

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

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



Top Banner
468 X 60

Big Box
300 X 250

Text Ad
620 X 125

2nd Banner
468 x 60

2019 Newsletter Rates/Week

	1x	3x	6x	9x	12x	24x
<i>(run of site)</i>						
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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E-Blasts 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.”

2019 eDirect/eBlast

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

- Engage targeted prospects with your customized e-marketing 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 CASL compliant, opt-in subscriber list)
- Educate and inform a top-level audience of subscribers

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



100% CASL Compliant

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.

@-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

100% CASL Compliant