










AD SIZE	With an estimated 55,000 views per month, CPM
 Leaderboard 728w x 90h pixels	\$88
 Medium Rectangle 300w x 250h pixels	\$85
 Banner 468w x 60h pixels	\$85
 Medium Rectangle (2nd position) 300w x 250h pixels	\$75
 Wide Skyscraper 160w x 600h pixels	\$80
 Skyscraper 120w x 600h pixels	\$75
 Wide 4 Unit 160w x 400h pixels	\$75
 4 Unit 120w x 400h pixels	\$65
 Wide 2 Unit 160w x 200h pixels	\$60
Career Ads	\$450 per week/\$650 per two weeks, with cross-posting on Media In Canada Daily and strategyonline.ca

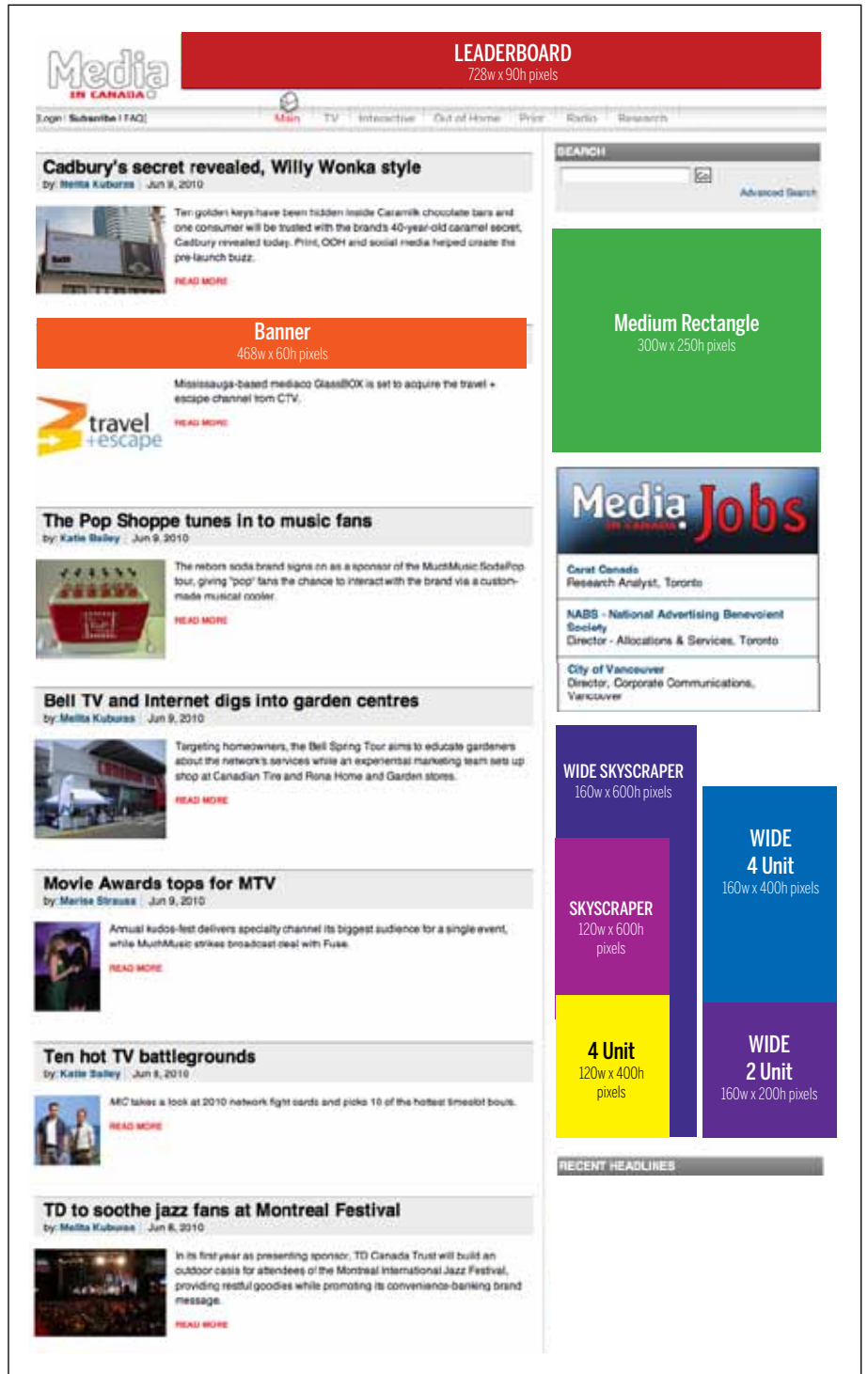
\* Each position rotates a maximum of 3 ads.

Media in Canada also offers specialized advertising opportunities (ie. interstitials, flash-transparency ads, expandable DHTML ads, etc). Contact a sales rep today for a quote. If you can imagine it, we can make it happen.

## Valuable publication that influences the mindset of your target audience

The Media in Canada website is a paid news product that delivers the most relevant and up-to-date information about our industry to Canadian agencies, media and marketers first.

Averaging **55,000** impressions per month and growing, media agency subscribers continue to receive it for free ensuring high-quality impressions. Your ad goes in front of your target market and only those that want to receive the product, so there's no paying for impressions you don't need. This is the most effective way to highlight your offerings to the Canadian advertising community.



The screenshot shows the Media In Canada website interface. At the top right, a red 'LEADERBOARD' ad is displayed (728w x 90h pixels). Below the navigation bar, several article teasers are visible, each with a corresponding ad format: a 'Banner' (468w x 60h pixels) for a travel + escape channel, a 'Medium Rectangle' (300w x 250h pixels) for Media Jobs, a 'Wide Skyscraper' (160w x 600h pixels) for a research analyst position, a 'Wide 4 Unit' (160w x 400h pixels) for a marketing team, a 'Skyscraper' (120w x 600h pixels) for a broadcast deal, a '4 Unit' (120w x 400h pixels) for a network fight cards, and a 'Wide 2 Unit' (160w x 200h pixels) for a jazz festival. A 'RECENT HEADLINES' section is also visible at the bottom.

Contact your account manager for details.

**TORONTO**  
T 416.408.2300 F 416.408.0870

**email:**  
sales@mediaincanada.com

**web:**  
www.mediaincanada.com