

2018 MEDIA KIT



Canadian
Advertising
Rates &
Data

www.cardonline.ca

Lisa Faktor

Associate Publisher
416-408-2300 ext. 477
lfaktor@brunico.com

CARDonline
is the definitive
source of Canadian
media information.

Today, CARDonline is used by media agencies across Canada, to help plan advertising campaigns and research Canadian media.

Circulation, advertising, production and editorial information is researched and updated daily allowing users to identify and evaluate where to advertise quickly and easily.

With almost 450,000 page views, your sales message on CARDonline can influence media planners and buyers from coast to coast, increasing exposure to qualified advertising professionals.

Media buyers and planners of the future are also using CARD and becoming familiar with the media company offerings as part of their course work; 44 of Canada's top post secondary institutions are licensed CARD users.

Raise your brand presence.
Be front and center with
media buyers.

Media decision-makers
spend time at CARDonline

Total sessions:

45,405



Unique visitors:

21,982

Average pages
viewed per visit:

9.8



Total page views:

443,920

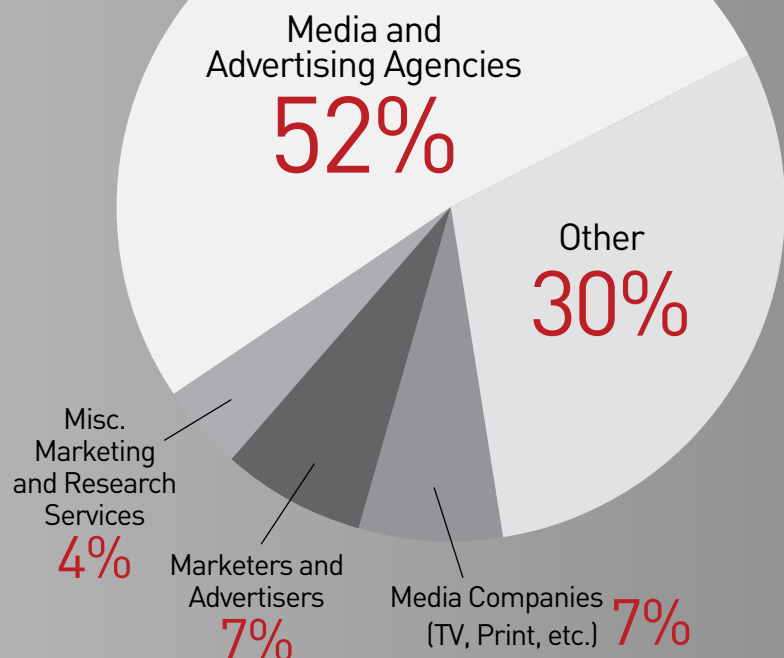


Average time spent:

14 min 12 sec

Source: Google Analytics, Jan. 2017 - Jan. 2018

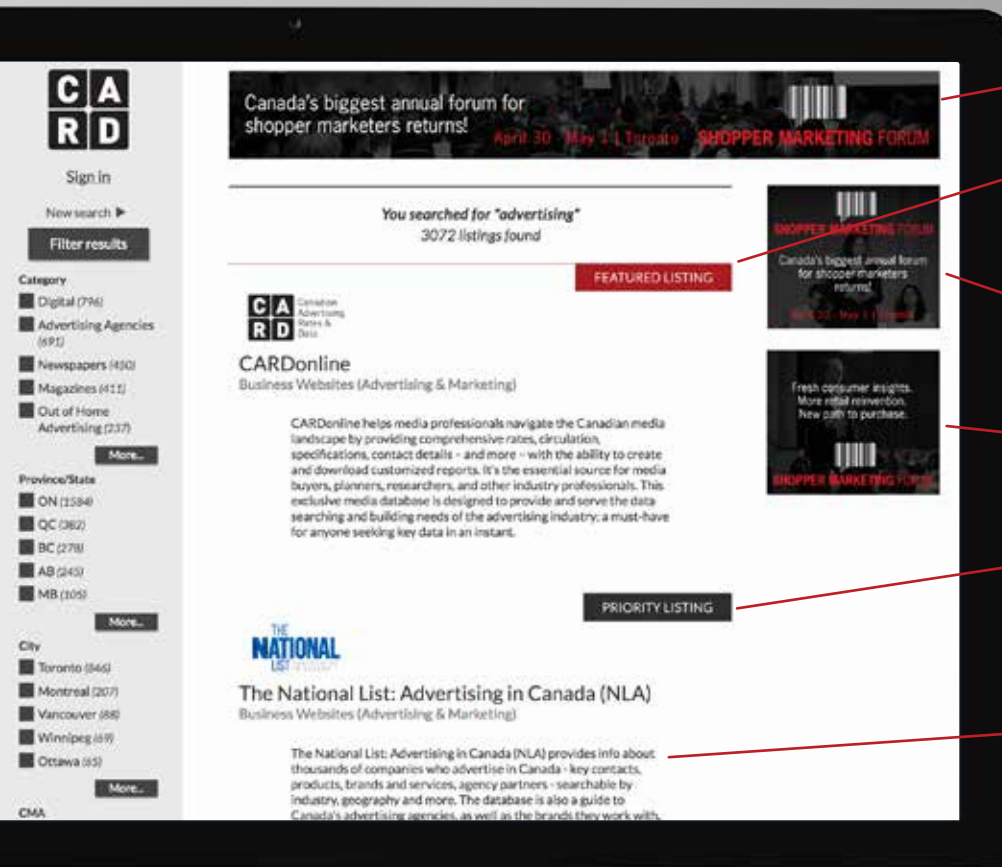
Who is using CARDonline?



Source: CARDonline, June 2018

Display Advertising/ Listing Enhancements

Enhance your listing profile. Tell your brand story effectively.



Leaderboard

Featured Listing

Premium positioning. This offers the highest prominence on a search results page. Keyword dependent.

Medium Rectangle 1

Medium Rectangle 2

Priority Listing

This places your listing right to the top of any relevant search or browse function. Appearing just below Featured Listings, Priority listings have the second-highest prominence on a search results page.

Positioning Statement

This offers the opportunity to tell a unique sales story in this competitive environment so users understand your brand's offering.

DISPLAY
ADVERTISING

INTERNAL

ALL
RATES
ARE NET

SIZE max file size 1MB	RUN OF SITE *CPM/RATE	**CATEGORY PAGES (Browse/Search by Category) *CPM/RATE	***TYPE PAGES (Browse/Search by Sub-Category) *CPM/RATE
Leaderboard 728x90 minimum size. 1350x167 maximum size.	\$100	\$125	\$150
Medium Rectangle (1st position) 300x250	\$95	\$120	\$140
Medium Rectangle (2nd position) 300x250	\$90	\$115	\$135

Featured Listing
\$4,000

(max. 3 positions above organic search results); includes logo & ownership of 3 keywords

Keywords
\$500

(extra): dependent on availability applies to Featured Listing services only

Priority Listing
\$2,800

Positioning Statement
\$2,500

(8000 characters, approximately 100 words; supplied by client)

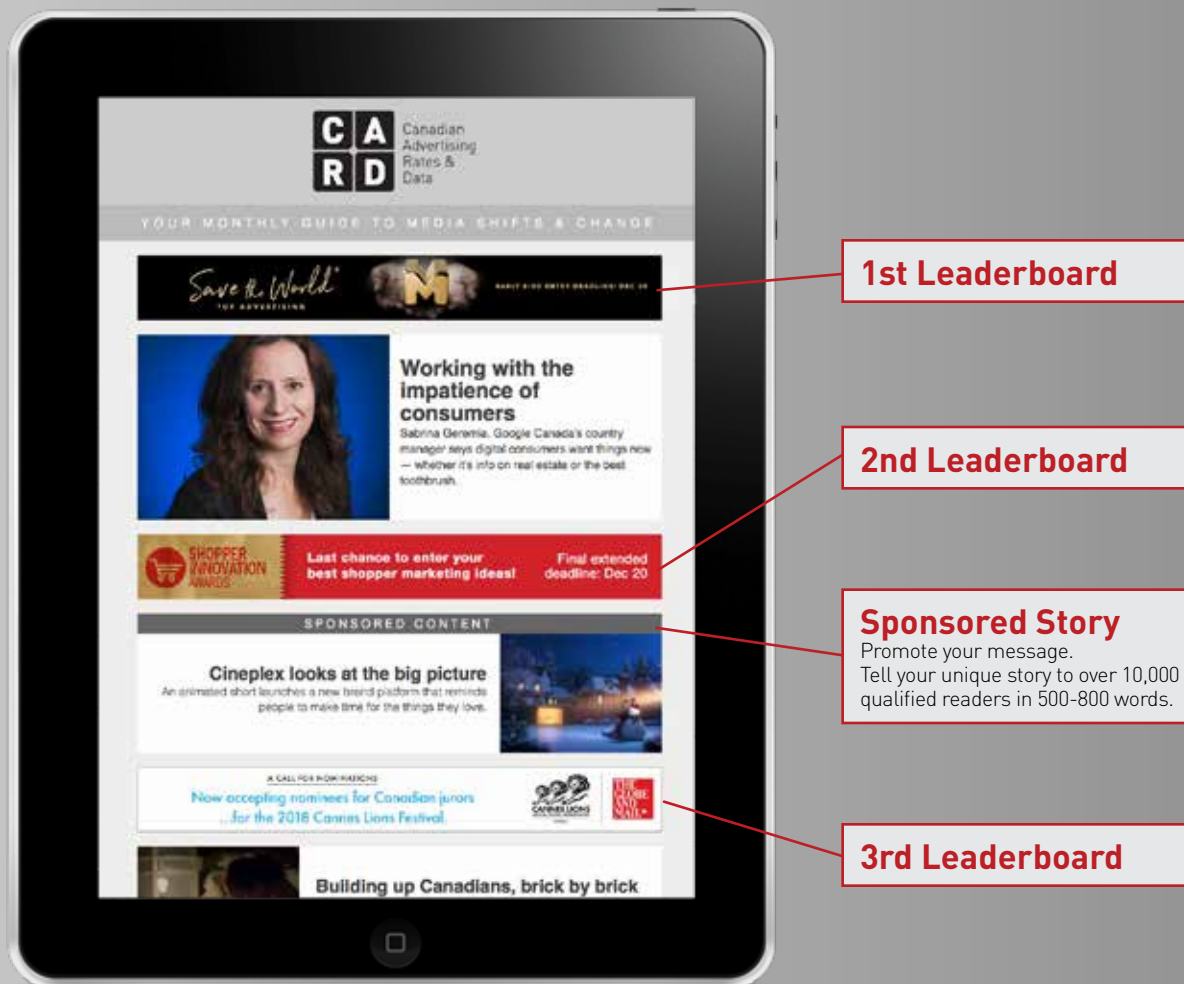
Logo
\$1,120

(search results page & listing page)

* Run-of-Site rates are Cost Per Thousand Impression (CPM-based)
25% premium for special treatment (i.e. exclusive top leaderboard positioning)

E-Newsletters

CARD circulates a monthly newsletter covering relevant changes afoot within the media industry.



ALL RATES ARE NET

PREMIUMS max file size 1MB	RATE
1st Leaderboard 728x90	\$1,500
Sponsored Story 1 image + # of words for story	\$2,500
2nd Leaderboard 728x90	\$1,250
3rd Leaderboard 728x90	\$1,000

CONTACT US

Mary Maddever
SVP,

Brunico Communications
416-408-2300 ext.463
mmaddever@brunico.com

Lisa Faktor

Associate Publisher
416-408-2300 ext. 477
lfaktor@brunico.com

Serina Dingeldein

Product Administrator
416-408-2300 ext.291
sdingeldein@brunico.com

Darlene Mooney

Data Administrator
416-408-2300 ext.290
dmooney@brunico.com

Customer Service

416-408-2448
cardcustomer@brunico.com

366 Adelaide Street West,
Suite 100,
Toronto, ON,
M5V 1R9

brunico.

Online Specifications

Online material to be supplied to: Lisa Faktor lfaktor@brunico.com

Material must be submitted a minimum of 5 business days prior to campaign start date. Late material will result in missed days in the campaign and the advertiser will be responsible for all charges

IMPORTANT NOTES:

- 1) All display advertising units adhere to IAB Canada standard specifications. For additional information, please visit: www.iabcanada.com.
- 2) eNewsletters can only accommodate JPEG, GIF, Animated GIF.
- 3) Animated GIF's will only loop 3 times, ending on the last frame.
- 4) 3rd Party Ad Tags are accepted for ROS (run-of-site) only.
- 5) Clients must supply click-through URL separately – do not embed into SWF.
- 6) All SWF files must contain Universal clickTAG, for the latest code and instructions, please visit www.iabcanada.com
- 7) Website ads – only 1 click-through URL can be used per image file.
- 8) eNewsletter ads – only 1 click-through URL can be used per eNewsletter deployment.
- 9) eNewsletter ads – Animated GIF's must include call to action and logo.
- 10) 3rd party tags not accepted for eNewsletters. Click-trackers are accepted.
- 11) **Accepted Ad File Types:**

FOR WEBSITE:

Third party

A highly customizable, interactive creative. You can use any custom HTML and JavaScript snippets as well as tags from a third-party ad server or DoubleClick for Advertisers.

HTML5

A creative built from HTML and supporting assets that enables rich user experiences.

[Deprecated] Flash

A creative containing animation, sound, video, or interactive features. Requires a Flash (SWF) file.

Image

A basic image creative. Requires a GIF, JPG, or PNG file.

DoubleClick tag

The recommended way to traffic a creative hosted by DoubleClick Campaign Manager or another DFP network. Traffic the creative with a URL rather than a creative snippet, streamlining creative trafficking and reducing reporting discrepancies.

FOR ENEWSLETTER:

JPEG, GIF, Animated GIF"

Please note if you are using an animated GIF please ensure that all key information is on the first panel/slide of the animation, as some subscribers will only see a static image of the first pane/slide