

MEDIA KIT 2011 - 2012

THE REFERENCE FOR COMMUNICATIONS AND MARKETING PROFESSIONALS

Infopresse.com is the site of record for the industry, complete with thousands of pages of news, articles, and daily content of interest to communications, marketing and design professionals.

95 %
work full-time

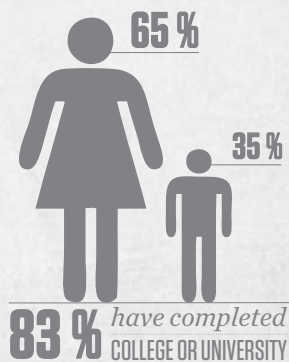
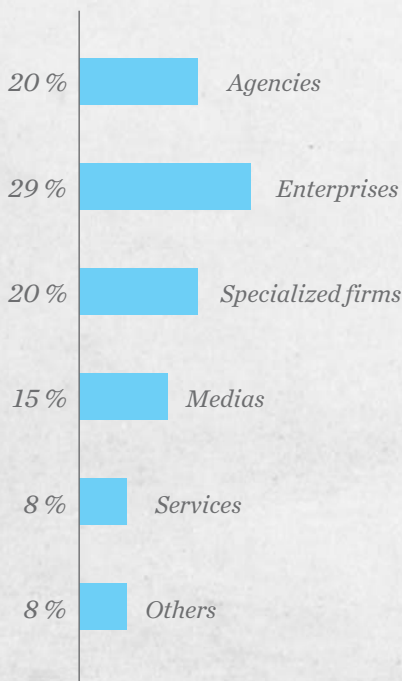
81 %
make purchasing decisions

17 %
have a tablet computer

63 %
have a smartphone

82 %
consider themselves leading-edge and/or technophiles

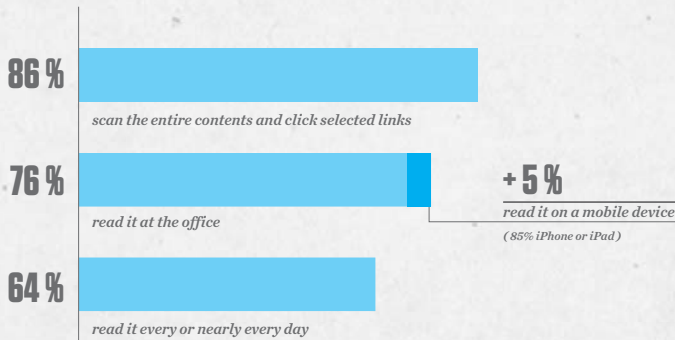
AREAS OF ACTIVITIES



industry brand recognition

97 %

newsletter reading habits



AVERAGE HOUSEHOLD INCOME

85 900 \$

(23 % > 120 000\$ /year)

MEDIA SUMMARY



newsletter

the daily communications industry source

15 000 average reading time

SUBSCRIBERS **8 MINUTES**

infopresse.com

171 000 | **300 000**
visitors / month | page views / month



conducted the online audit of the www.infopresse.com advertising inventory.

Base assumptions: view duration 5 seconds/
minimum 50% exposed surface

Results

Advertising display

- 100% ad surface display 70% of the time
- for 65% of ads, at least 50% of area is viewed for 5 seconds or more

Location

- 93%+ of inventory is served in Canada
- 100% of clicks are delivered in Canada

AD RATES

NEWSLETTER

| | | |
|--|--|--|
| | <ul style="list-style-type: none"> <li style="margin-bottom: 10px;"> Leaderboard 650x95 \$1 500 <li style="margin-bottom: 10px;"> Banner 468x60 (top) \$1 000 <li style="margin-bottom: 10px;"> Banner 468x60 (center or bottom) \$750 <li style="margin-bottom: 10px;"> Skyscraper 120x600 \$1 500 <li style="margin-bottom: 10px;"> Vertical banner 120x240 \$840 <li style="margin-bottom: 10px;"> Big Box 300x250 \$1 000 <li style="margin-bottom: 10px;"> Packaging and roadblock On request | |
|--|--|--|

WEB SITE

| | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|--|---|--|------------|--|-----|--|--|--|--|--|--|--|------|--|--|--|------|--|--|--|------|--|--|--|------|--|--|--|------------|--|
| | <table border="0" style="width: 100%;"> <tr> <td style="width: 5%;"></td> <td style="width: 15%;"></td> <td style="width: 60%;"></td> <td style="width: 20%; text-align: right; vertical-align: bottom;">CPM</td> </tr> <tr> <td colspan="4" style="border-top: 1px dashed black; height: 5px;"></td> </tr> <tr> <td style="width: 5%;"></td> <td style="width: 15%;"></td> <td style="width: 60%;"></td> <td style="width: 20%; text-align: right; vertical-align: bottom;">\$85</td> </tr> <tr> <td style="width: 5%;"></td> <td style="width: 15%;"></td> <td style="width: 60%;"></td> <td style="width: 20%; text-align: right; vertical-align: bottom;">\$90</td> </tr> <tr> <td style="width: 5%;"></td> <td style="width: 15%;"></td> <td style="width: 60%;"></td> <td style="width: 20%; text-align: right; vertical-align: bottom;">\$55</td> </tr> <tr> <td style="width: 5%;"></td> <td style="width: 15%;"></td> <td style="width: 60%;"></td> <td style="width: 20%; text-align: right; vertical-align: bottom;">\$60</td> </tr> <tr> <td style="width: 5%;"></td> <td style="width: 15%;"></td> <td style="width: 60%;"></td> <td style="width: 20%; text-align: right; vertical-align: bottom;">On request</td> </tr> </table> | | | | CPM | | | | | | | | \$85 | | | | \$90 | | | | \$55 | | | | \$60 | | | | On request | |
| | | | CPM | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| | | | On request | | | | | | | | | | | | | | | | | | | | | | | | | | | |

PRODUCTION SPECS

- gif, animated gif, jpeg, Flash
- dhtml and javascript on request
- Maximum 50kB

Ad banners with white backgrounds must have a solid border at least 1 pixel thick (black is recommended). Any materials not meeting these specifications will be modified at the advertiser's expense (\$75 per hour, minimum 1 hour). Translation costs are not included.

*For an animated GIF on the Infopresse daily bulletin, the first frame of the animation may have a solid background. This image must contain a minimum amount of information relevant to the campaign.

PAYMENT

- Due on receipt of invoice, before the advertisement is put online.
- Rates are listed in Canadian dollars.
- The advertiser and advertising agency, if any, are jointly and severally liable to the publisher for payment for the publication of all advertisements.

SENDING ADVERTISING MATERIALS

prodweb@infopresse.com

PROCEDURE

Final materials must be delivered no less than 5 days before the date the ad is to run, and must include the URL to be hotlinked.

CANCELLATION

No cancellations are accepted fewer than 2 days before the advertisement is scheduled to go online. For cancellations from 7 to 3 days before launch date, 50% of the total ad rate shall be invoiced to the client.

SALES

For more information or to plan your attendance, please contact your regular representative or Elisabeth Strarenkyj, sales and marketing director, at 514-842-5873 ext.2237 or elisabeth.starenkyj@infopresse.com