

Canadian Advertising Club

Web Ad Rates 2007

Daily Newsletter

- | | | | |
|---|--------------------------|---------------------|----------|
| 1 | | Banner 468x60 (top) | 500-\$ |
| 3 | | Big Box 300x250 | 500-\$ |
| | <input type="checkbox"/> | Packaging concept | 2 500-\$ |

Home page

- | | | | |
|---|--------------------------|---------------------|--------------|
| 1 | | Super Banner 728x90 | 500-\$ |
| 2 | | Banner 468x60 (top) | 250-\$ |
| | <input type="checkbox"/> | «rich-media» | upon request |

Video Section

- | | | | |
|---|--------------------------|---------------------|--------------|
| 1 | | Super Banner 728x90 | 500-\$ |
| 2 | | Banner 468x60 (top) | 250-\$ |
| | <input type="checkbox"/> | «rich-media» | upon request |

Technical Specifications

Daily Newsletter

- gif, animated gif, jpeg
- logos, texts, special sizes, upon request
- Maximum 50k

Web portal

- gif, animated gif, jpeg, flash
- dhtml and javascript upon request
- Maximum 50k

Production charges apply for material not to spec., for alterations, and translation.

Payment

- Upon invoice reception, before the ad release.
- All rates are in Canadian dollars.
- It is understood that the advertiser and agency are jointly and severally liable for payment of all invoices for advertising published in our websites.

Advertising Material Shipment

prodweb@infopresse.com

Shipment Procedure

Ad creative must be received 5 days prior to diffusion date.

Advertising

Contact your Sales Representative or
Marisa Tozzi, marisa.tozzi@infopresse.com
(514) 842-5873 x2225

Cancellation

No cancellation within 2 days of ad release.
For cancellation within 7 to 3 days before the ad release, cancellation fees apply (50% of total ad amount).

Canadian Advertising Club

1. The ideal vehicle for your communications

- A targeted readership : Professionals in the fields of creative advertising, advertising production, medias, marketing and advertisers.
- Multiple advertising opportunities
- Unique sponsorship opportunities

2. A powerful advertising media

Canadianadvertisingclub.com as an advertising tool is an effective communication solution to :

- Invite professionals to your events
- Advertise your new Web site
- Call for entries for a professional competition
- Announce a limited special offer
- Publish, in real time, news about your company
- Promote your brand image

3. Canadianadvertisingclub.com statistics

April 2007 Statistics* :

- 4 747 visitors / month
- 226 visitors / day (Monday to Friday)

The Web site in detail* :

- Video Section: 5 333 hits, 254 hits / day
- Home page: 1 555 hits, 74 hits / day

The Daily newsletter in detail* :

- 1 531 subscribers,
- An average of 1 121 subscribers open their Newsletter every day (≈70% of subscribers).

*Source: Mæstro (Newsletter) and Google Analytics (Web site), April 2007

4. For your advertising campaign, Canadianadvertisingclub.com offers many opportunities:

- The Daily newsletter
- The Canadianadvertisingclub.com Home page
- The Canadianadvertisingclub.com Video section
- Customized sponsorships of the Website or Daily newsletter

For more information concerning advertising placement on the Canadianadvertisingclub.com Web site and Daily newsletter, please contact your sales representative or Marisa Tozzi at 514 842-5873, extension 2225.