

Online Rates and Deadlines



ADVERTISING RATES EFFECTIVE JANUARY 1, 2012

GENERAL ADVERTISING RATES

CREATIVE FORMAT	PIXEL SIZE	MAX FILE SIZE ANIMATIONS	NET CPM RATE**	EXPANDING CREATIVE +15%	GEO-TARGETING +15%	FREQUENCY CAPPING +15%
Big Box†	300 x 250	40k – 5 rotations	\$37	600 x 250*	yes	yes
Leaderboard†	728 x 90	40k – 5 rotations	\$37	728 x 360*	yes	yes
Superbanner	960 x 90	40k – 5 rotations	\$43	960 x 360*	yes	yes
Skyscraper	160 x 600	40k – 5 rotations	\$35	—	yes	yes
Half Page Skyscraper †	300 x 600	40k – 5 rotations	\$50	—	yes	yes
Tile	120 x 240	15k – 3 rotations	\$13	—	yes	yes
Pre-Roll Video***	576 x 324	2 Mbps (minimum)	\$52	—	yes	yes
Top Layer (Voken)	500 x 500 max	40k – no rotations	\$40	—	yes	included
Pop Up	250 x 250 max	40k – no rotations	\$37	—	yes	included
Full Screen Transition	640 x 480	40k – no rotations	\$70	—	yes	included
Text Link	95 characters	—	\$2	—	yes	—
Smartphone banners	300 x 50	7k – 3 rotations	\$20	300 x 150*	no	no

*For complete expanded ad specs go to: www.globelink.ca/onlinespecs **Rich media +15% ***With companion Big Box (300 x 250) †Tablet rate same as display

NEWSLETTERS

E-MAIL NAME	SITE	SUBSCRIBERS	FREQUENCY
News Update	GAM	64,000	Daily
Business Ticker	GAM	50,000	Daily
Personal Finance Reader	GI	130,000	Friday
Advisor Focus	GA	12,000	2nd Friday
Berman's Market Update	GI	3,500 x 3	3 x daily
Wine & Spirits	LIFE	99,800	Friday
Globe Life Newsletter	LIFE	104,100	Daily
Drive Newsletter	GD	21,700	Sunday
Weekly Tech Alert	GT	29,000	Thursday
Small Business	ROB	570	Friday
Politics	GAM	3,120	Daily
Jets Games Report	GS	304	After game day

ADVERTISER EXCLUSIVE E-MAILS

E-MAIL CATEGORY	SUBSCRIBERS
Arts & Entertainment	26,900
Auto	18,000
Consumer Electronics	17,200
Computer Hardware/Software	21,200
Fashion & Style	16,900
Food & Groceries	19,100
Health & Well-Being	28,400
Personal Finance & Investing	35,900
Sporting Goods & Events	16,900
Travel & Accommodations	29,700
Wine & Spirits	24,400
Real Estate	21,700

Rates \$250 per 1000 subscribers

*targeting +15%

VOLUME DISCOUNT

VOLUME DISCOUNT BY	DISCOUNT
\$0 – \$4,999	0%
\$5,000 – \$9,999	5%
\$10,000 – \$49,999	10%
\$50,000 – \$99,999	15%
\$100,000 – \$149,999	20%
\$150,000 – \$199,999	25%
\$200,000 – \$249,999	30%
\$250,000 – \$349,999	35%
\$350,000 – \$499,999	40%
\$500,000 – \$749,999	45%
\$750,000 – \$999,999	50%

CONTRACT AND MATERIAL DEADLINES

DUE 2 DAYS PRIOR TO LAUNCH **DUE 5 DAYS PRIOR TO LAUNCH**

Standard Ad: <i>impression-based material</i> Creative Updates	Sponsorship Ad: <i>time-based ownership</i> Rich Media Ad Exclusive
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SIGNED CONTRACT DEADLINE

Signed online contracts must arrive a minimum of 1 business day prior to the above material deadlines