

Markham Today Advertising Rate Card (2014)

Ad Type	Pixel Dimension Size (width x height)	Price Category	Pricing per Mth 6 Mth Min
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Ad Banners

Leader Board Main Page Ad Banner	728w x 90h	P1	\$400
Page Ad Banner – Header or Footer	565w x 90h	P2	\$320
Standard Ad Banner – Header or Footer	468w x 60h	P3	\$240

Ad Boxes

Ad Block	300w x 250h	P2	\$320
Half Ad Block	300w x 100h	P3	\$240
Qtr Ad Block	300w x 60h	P4	\$160

Specialty Ad Boxes

Half Page Skyscraper	300w x 600h	P1	\$400
Skyscraper	150w x 600h	P2	\$320
Square Box	150w x 120h	P4	\$160
Button Banner	300w x 40h	P5	\$80
Button	150w x 40h	P6	\$40

Advertising Placement

Ads will be placed on all pages where we present advertisements. MarkhamToday.ca reserves the right to determine logical placement of ads (on pages and location on pages.)

Leader Board Banner will be placed at the top of our home page below the opening Menu and the “Feature Article” photo images.

Banner ads such as Ad Blocks, Half, Quarter and Square Boxes will be placed in the right hand column on all appropriate pages. Ads will rotate through like “Ad Spaces” at random ensuring equal presentation order.

Page and Standard Banners will be placed at the top or footer of designated category pages; News, My City, Sports, What’s On, Money etc.

Pricing & Discounts

Charges are based on a per month charge with a six (6) month minimum. Yearly and Six month programs are available. Specials like “Try it for 30 Days” may be presented at various times with rates specific to those individual specials program offerings.

Discounts

Full year 15%. Six (6) Month - 1 Month Free

Design Charges

Designs may be created and submitted through advertisers ad agencies or if requested through Markham Today.ca.

Add \$100 per ad if you want Markham Today to create ad on your behalf.

A 50% discount will apply to design charges for the Try it for 30 Days Trial program.

Design Changes

For Six Month and Yearly program contracts, we allow one graphic change every 30 days. A \$10 change fee will apply.

Customers are responsible for any dated material and ensuring proper notification for addition and removal. MarkhamToday.ca will endeavor to monitor Dated advertisements regarding specials and events.

Ad Layout (Sizes)

