

ishopalot.com

Central Newfoundland

Media Kit

Listings

1. Basic Listing (company name, address, phone number)	Free
2. Listing Ad	\$15.00 / Week
3. Listing Link	\$39.00 / Year
4. Listing Logo	\$79.00 / Year

Banner Ads

1. Home Page Banner Ad	\$75.00 / Week
2. Home Page Button Ad	\$50.00 / Week
3. Category Page Banner Ad	\$50.00 / Week
4. Category Page Button Ad	\$25.00 / Week

Coupons and Flyer Downloads

1. Coupon Download	\$10.00 / Week
2. Flyer Download (pay per click)	\$100 set up / 20¢ / Download

Data Base Marketing

1. Data Base Mail Out - General Public	\$250
2. Data Base Mail Out - Business to Business	\$150

Notes:

Minimum booking 13 weeks

- Copy Changes:
-1 per week
- Artwork such as company logo and picture of item advertised must be supplied by client
- Volume Discounts - 13 Weeks 10%, 26 Weeks 15%, 52 Weeks 20%.

Advertising Specifications

Banner Ads

Size: 482 X 100 pixels
Maximum File Size: 125 KB
Acceptable Formats: .gif, .jpg, .swf

Button Ads

Size: 133 X 100 pixels
Maximum File Size: 30 KB
Acceptable Formats: .gif, .jpg, .swf

Category page advertising

gif or a .jpg file (.jpg preferred for quality purposes) that will be displayed at a maximum size of 300 x 300 pixels.

Flyer Downloads

Maximum File Size: 125 KB
Acceptable Format: .pdf

Coupon Downloads

Graphic
Size: 215 X 240 pixels
Maximum File Size: 60 KB
Acceptable Formats: .gif, .jpg

File

Maximum File Size: 125 KB
Acceptable Format: .pdf

Deadlines

<u>Day</u>	<u>Deadline</u>
Monday	Thursday - 12 noon
Tuesday	Friday - 12 noon
Wednesday	Monday - 12 noon
Thursday	Tuesday - 12 noon
Friday	Wednesday - 12 noon
Saturday/Sunday	Thursday - 12 noon