



[www.OntarioNewsNorth.com](http://www.OntarioNewsNorth.com)

Karina Hunter, Editor/Publisher

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## OntarioNewsNorth.com advertising information

Short (weekly) & long-term (monthly) advertisements on OntarioNewsNorth.com benefit from significant discounts when prepaid; ask us about how you can save!

**Business card ads** appear on every page of the website

2<sup>nd</sup> row / centre column on home page AND centre column, to the right of the post on article pages

- \$90/month
- Pre-pay just 5 months to receive 6 full months - \$450/Half year
- Pre-pay just 9 months to receive a FULL YEAR (12 months) - \$810/year

## STANDARD AD SIZES

All ads include a link to any URL (PDF document, website or social utility, video, survey, etc.).

### **Banner (X-large):**

Visible on ALL pages below header

- **990pixels wide X max of 200px high** - \$300/wk
- **500pixels wide x max 200px high** - \$250/wk

### **Block ads (large):**

Home Page, far left column; top of row placement subject to available space

- **400pixels wide X max of 300px high** - \$150/wk
- **330pixels wide X max of 330px high** [Home Page: top row, centre column] - \$125

### **Rectangular ads (incl. Employ.Ops in Column 4):**

Home Page: 2<sup>nd</sup> row, far left column OR Article Pages (All): Above article title

- **500pixels wide X max of 250px high** - \$60/wk

### **Classifieds style (small):**

Far right column on ALL pages, \*Text Only

- **210pixels wide X max of 300px high** - \$35/wk

## ADVERTORIALS

**Advertorials** are paid editorials or press releases, usually authored by the advertiser, which include product or service rate promotion of a for-profit event, etc. (as opposed to Press Releases which are published free of charge) Advertorials are clearly identified as paid advertisements to ensure readers understand they are not viewing unbiased news items authored by a journalist or ONN.

May be accompanied by a link in Ticker\* for up to 5 days at no extra charges.

Cost - \$45 per advertorial

## TICKER TEXT

**Ticker Text** may include up to 75/words and one link (to any URL including a PDF, website, video, etc.). The Ticker Text scrolls horizontally across the top of all pages (immediately below the header) of OntarioNewsNorth.com.

Cost - \$3/day or \$10/week

## LAYOUT/DESIGN

We understand that some advertisers do not have in-house design or graphics departments and are glad to assist with layout and design of ads (or marketing materials). Ask us about creating a Facebook presence for your business or website. Our basic fee for advertising layout is \$45/hour (layout fees general waived on ad campaigns totalling at least \$150 \*please ask about the details of these discounts). Ask for details regarding design services we offer to help you create other marketing materials such as pamphlets, brochures, posters, ect.



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Dear Advertiser,

Thank you for your interest in advertising with OntarioNewsNorth.com. As the regional, daily online news source of Northwestern Ontario communities on the Northshore of Lake Superior and across the Greenstone region, OntarioNewsNorth.com reaches customers/clients with advertising they'll see both when reading their daily news and in following ONN via social media.

Advertising on OntarioNewsNorth.com is featured prominently on the site where, daily visitors are certain to see it alongside the news (OntarioNewsNorth.com publishes and updates to weather warnings, road conditions, ect throughout the day).

**Stretch your advertising budget:**

Links provide online ads with unlimited space!

Ad spaces on **www.OntarioNewsNorth.com** include a free link to any URL. Use this free link to share a pdf with more information, your company's brochure, a calendar or flyer, or link to your website or social utility (like a Facebook page), a video or playlist, or even a survey - the options are unlimited. ONN looks forward to helping you maximize your advertising budget through customized advertisements.

*Advertising with OntarioNewsNorth.com goes further!*

All advertisements published on OntarioNewsNorth.com can also be shared via our social media accounts at no extra cost:

- [Facebook.com/OntarioNewsNorth](https://www.facebook.com/OntarioNewsNorth),
- [Twitter.com/OntNewsNorth](https://twitter.com/OntNewsNorth),
- [OntarioNewsNorth.Tumblr.com](https://www.tumblr.com/OntarioNewsNorth).

OntarioNewsNorth.com also has a YouTube channel featuring news, interviews and community events coverage. Similar to advertorials, scripted video interviews or a tour of your business or facility can be a wonderful way to welcome more details available upon request or visit [www.youtube.com/OntarioNewsNorth](http://www.youtube.com/OntarioNewsNorth).

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*"Advertising with OntarioNewsNorth.com has been extremely beneficial to my business. It is the only online newspaper that covers communities across the Northshore and Greenstone. I cannot imagine a better way to get my message out to so many potential customers across such a big region!"*

Tyler Davis, Owner  
Crossover Video & Games, Marathon

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*"The Manitowadge Economic Development Corporation advertises with OntarioNews North.com and was extremely pleased with the service and professionalism that we received. We gained a lot of coverage in our surrounding communities because of advertising we did with OntarioNewsNorth.com "*

*Manitouwadge Economic Development Corporation*

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