



www.OntarioNewsNorth.com

Karina Hunter, Editor/Publisher

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OntarioNewsNorth.com advertising rates

Business card ads appear on every page of the website

2nd 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** - \$400/wk
- **500pixels wide x max 200px high** - \$250/wk

Block ads (large):

Top of row placement subject to availability

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

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

*Home Page: 2nd 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, appears on ALL pages, *Text Only*

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

ADVERTORIALS

Advertorials are paid editorials or press releases, typically 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 dicounts). 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 Northshore and Greenstone's regional, daily online news source, OntarioNewsNorth.com reaches customers/clients with advertising they'll see 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 (OntarioNewsNorth.com publishes news and updates to weather warnings, road conditions, etc., 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 additional information, a brochure, a calendar, a flyer, or link to your website or social utility (ex: Facebook page or Twitter account), 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. Scripted video interviews or a tour of your business or facility can offer a personalized touch while connecting you to your potential clients/customers. More details available upon request.

"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

"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
