



YOUR ONLINE PRESENCE STARTS WITH CALGARYSUN.COM

HOME NEWS SPORTS ENTERTAINMENT LIFE TECH MONEY TRAVEL OPINION SUNSHINE GIRL

SUN NEWS NETWORK SUBSCRIBE CONTESTS CONTACT US THRIFTY THURSDAYS HOMES

1°
Calgary
A few clouds

LEADERBOARD



HOT TOPICS: NHL Season • Lance Armstrong • Royal Couple

08/22/2011 4:50 PM

PLATT

Railing against C-Train delays

SUN+ 63

NEWS

Bomb scare turns into bullion chase

TRAVEL

Visit Canada's national parks with Google

BELL

Silent treatment

SUN+ 62

Kim Kardashian To Star in Super Sexy Kanye West Video

Jennifer Lawrence Is a Sheer Delight At The Hunger Games Premiere

The Wind Blows Real Good

BIG BOX OR TALL BLOCK

FEATURED COLUMNISTS

Michael Platt
Man in Motion named Stampede marshal

FEATURED BLOG POSTS

Ignatieff on oiling the Liberal vote machine
David Akin

BIG BOX

www.calgarysun.com

CATFISH



2015 online ad rates

3 ways to buy online advertising:



Website



Tablet



Smartphone

BY THE DAY • HIGH IMPACT

Takeovers:

Home Page (Background, Leaderboard)	\$2500
News/Sports (Background, Leaderboard)	\$2000
Other Sections (Background, Leaderboard).....	\$1000
Add: Tall Block.....	\$500
Add: Big Box	\$500
Add: Catfish - Basic	\$1000
Multi-Takeover Discount	15%

Catfish:

Catfish - Basic	\$1500
Catfish - Expandable.....	\$2000
Catfish - Slider	\$2500
(Catfish Pricing based on Home Page. \$250 discount for News or Sports, \$500 discount for other sections)	
Email Blast	\$2500

BY CPM

CPM = Cost Per 1000 Impressions

Tall Block:

Impressions	Rate
Up to 100,000	\$24/CPM
Up to 200,000	\$22/CPM
Up to 400,000	\$21/CPM
500,000+	\$19/CPM

Expanding add 15% - Video Embedded add 15%

Big Box or Leaderboard:

Impressions	Rate
Up to 100,000	\$22/CPM
Up to 200,000	\$20/CPM
Up to 400,000	\$19/CPM
500,000+	\$18/CPM

Expanding add 15% - Video Embedded add 15%

Deadlines:
Creative Build: 1 to 2 business days
Hosting: 48 hours
Some ad units must be third party hosted.
Please allow up to 7 business days.

MOBILE

Mobile Format Banner (300x50 & 320x50	\$30/CPM
Tablet Extension 728x90 & 300x250 for an additional \$5/CPM	
Mobile Landing Page.....	\$150/build
Mobile Landing Page Hosting.....	\$50/month
Mobile Interstitial	starting at \$45/CPM

VIDEO

Pre-Roll Video w/companion Big Box	\$35/CPM
Stitched Video Creation.....	\$250/build
Extended Reach Program	\$45/CPM

RISING STARS

Sidekick (300x600px Tall Block, opens to 850x700px unit, pushes website left)
Filmstrip (300x600px Tall Block, 5 modules, viewer controlled)
Portrait (300x1050px 3 templates available. Starting at 35cpm)

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Effective December 28, 2014

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