



www.OntarioNewsNorth.com

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OntarioNewsNorth.com advertising information

Save big on multi-week or pre-paid advertisements!

All short term spaces (weekly rates) on OntarioNewsNorth.com benefit from **buy 4 weeks for the price of 3 weeks** discounts. Place an advertisement for 3 weeks and receive the 4th week **FREE!** **Prepay long term ads** (monthly rates) for big discounts also!

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 story on article pages) for just \$90/month OR prepay your business card for **BIG SAVINGS.**

- Pre-pay 6 months you'll only be billed for 5 months - \$450/Half year
- Pre-pay a FULL YEAR (12 months) you'll only be billed for 9 months - \$810/year

STANDARD AD SIZES (Ads below are **buy 3 weeks, get 4 weeks**). Include a link to any URL (PDF brochure/ flyer/ calendar/ etc., website or social utility, video, survey, etc.).

Banner (X-large):

- **990pixels wide X max of 200px high** [Visible on ALL pages below header] - \$250/wk or \$750/mth
- **495pixels wide x max 200px high** [Visible on ALL pages below header] - \$175/wk or \$525/mth

Block ads (large):

- **400pixels wide X max of 300px high** [Home Page: top row, far left column] - \$150/wk or \$450/mth
- **330pixels wide X max of 330px high** [Home Page: top row, centre column] - \$125/wk or \$375/mth

Rectangular ads (most often used for Employment ads):

- **500pixels wide X max of 250px high** [Home Page: 2nd row, far left column] - \$60/wk OR \$180/mth
- **500pixels wide X max of 250px high** [Article Pages (All): Above article title] - \$60/wk OR \$180/mth

Classifieds style (small):

- **210pixels wide X max of 300px high** [Far right column on ALL pages] - \$35/wk or \$105/mth

ADVERTORIALS

Advertorials are informative documents including product or service rate promotion of a for-profit event, etc. (as opposed to Press Releases of course published free of charge) they require clear identification of author to ensure readers understand they are not unbiased news items. *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 document, website, etc.). The Ticker Text scrolls horizontally across the top of page (immediately below the header) on all pages of OntarioNewsNorth.com.

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

LAYOUT/DESIGN

We understand that many advertisers do not have in-house design or graphics departments and are glad to assist with advertising layouts, as well as designing ads, brochures, or other marketing materials. Our basic fee for advertising layout is \$35/hour. Ask about details regarding fees for other marketing materials and how you can have the ad fee waived when spending a minimum on your ad campaign.



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Dear Advertiser,

Thank you for your interest in advertising with OntarioNewsNorth.com. As the local, 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.

High visibility advertising on OntarioNewsNorth.com is featured prominently on the site for readers to see each day when reading the news (or checking weather and road conditions, the Northern Ontario Community Calendar, etc) published multiple times throughout the day - EVERY day!

Stretch your ad space: 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 your brochure, calendar or flyer as a PDF document, to link to your website or social utility (like a Facebook page), a video or playlist, or even a survey - the options are unlimited. ONN is happy to help you maximize your advertising budget by customizing your advertisement to provide customers and clients with the information you want them to have.

Stretch your budget: Advertising with OntarioNewsNorth.com goes further!

All advertisements on OntarioNewsNorth.com are also shared via our social media accounts at Facebook.com/OntarioNewsNorth, Twitter.com/OntNewsNorth, and www.OntarioNewsNorth.Tumblr.com. OntarioNewsNorth.com also has a YouTube channel which features news, interviews and community events coverage, more details available upon request or visit www.youtube.com/OntarioNewsNorth

"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 Manitouwadge 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