



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

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** - \$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: 2nd row, far left column OR Article Pages (All): Above article title

- **500pixels wide X max of 250px high** - \$60/wk
- **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 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 \$45/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 where, daily visitors are certain to see it repeatedly alongside their news (and weather and road conditions, Northern Ontario Community Calendar, etc) which is 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 looks forward to helping you maximize your advertising budget through customized advertisements.

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

All advertisements published on OntarioNewsNorth.com are also shared via our social media accounts:

- Facebook.com/OntarioNewsNorth,
- Twitter.com/OntNewsNorth,
- 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 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 "

Manitowadge Economic Development Corporation
