

informationweek.ca rate card

The online **advantage**

InformationWeek Canada's mandate is to provide a unique perspective and in-depth analysis on news, research and IT trends. Our mission is to help business technology professionals drive business innovation. We'll take into account the needs of both the enterprise and the SMB market in targeting our coverage. We provide breaking news online, and in-depth analysis and coverage in print. In combination, we provide unparalleled coverage of the technology trends and issues facing Canadian businesses today.

08

Advertising/Sponsorship Details

ROS (Run of Site)

Banner appears on the home page of the website, search result pages and interior run-of-site articles.

- [1] Top Banner Ad (468x60)
Attention-grabbing top banner position integrated into site's horizontal navigation bar.
File size limit: 15k
\$ 1,290/mth



- [2] Big Box Ad (250x250)
Rotates throughout the site is shared by up to 4 advertisers.
File size limit: 20k
\$ 1,390/mth



- [3] Skyscraper Ad (120x600)
Rotates throughout the site
File size limit: 25k
\$ 1,390/mth



- [4] Left & Right Button (125x125)
Rotates throughout the site
File size limit: 15k
\$350/each



Information Week Canada

Buy a newsletter schedule to complement your print or online advertising, or start advertising with newsletters alone to affordably jump-start your business.

Information Week Canada		
Position	Per Flight	Monthly
Headline Banner (468x60)	\$ 1,600	\$5,250
Skyscraper (120x600)	\$ 1,600	\$5,250
In line Text	\$390	\$1,530

Please note Hosting extra

Contact info:

Ralph Lockwood
Tel: +1 408.879.6666 ext. 301

Rates

Web Page - Front Page	Monthly
Headline Banner (468x60)	\$ 1,290
Skyscraper (120x600)	\$1,390
Button (125x125)	\$350
Big Box (250x250)	\$1,390

Web Page - Within Web	Monthly
Headline Banner	\$700
Skyscraper	\$700
Button	\$390
Big Box	\$960

Direct Email Blast	Per Flight
HTML does not include creative	\$3,730.00

Custom Online Supplement	Per Flight
Available upon request	

Content Sponsorship	Per Month
By Selection	\$2,920.00

All Pricing in Gross Canadian Dollars.
Billing C/O QMP.