Oakville News is dedicated to bringing the latest and most up-to-date news and information to the Oakville community. We believe great customer service is the cornerstone to building a trusting and lasting relationship with our readership and clients as well as the biggest contributing factor in our success as Oakville’s go-to source for information.

We want to thank you for your interest in advertising with us and taking the time to look at our media package. Our sales manager is always happy to answer any questions you might have and will work with you to make sure you get just the right ad for your needs.

**Advertising Packages**

Oakville News offers a wide range of advertising packages so you can connect with your customers. We specialize in digital online marketing that gets to your customers faster and is more responsive to their needs. Our platforms cover traditional desktop environments as well as newer technologies such as mobile and social media.

Our focus is on local businesses serving the Oakville community.

**Social Media Packages**

Oakville News is a leader in social media advertising. By purchasing a Social Media Package, your ad can leverage the thousands of readers that follow Oakville News on social media every day.

**Mobile Placements**

Extend the reach of your ad with a Mobile Placement. About 40% of the traffic to Oakville News comes from readers using some form of mobile device such as a phone or tablet.

**Event Listings**

Oakville News lists thousands of events every year. Each day a list of events is prominently displayed in a constantly scrolling list. Your event listing could be seen by thousands of people daily.

**Advertising Reports**

At the conclusion of every ad placement, the advertiser is given a report detailing daily, weekly, monthly and day-of-week ad performance. No other publication gives you this information needed to effectively evaluate your marketing campaign.

**Graphic Design Services**

Oakville News offers our clients professional copywriting and graphic design services.

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**Reader Demographics**

- **Age:** 35 to 64 years
- **Gender:** Male 26%, Female 74%
- **Language:** 97% English
- **Country:** 92% Canada
- **Cities:**
  - 48% Oakville
  - 15% Toronto
  - 7% Burlington
  - 7% Mississauga
  - 3% Hamilton
  - 2% Milton
- **Returning vs. New:** 20% vs 80%
- **New visitors read:** 1.43 posts
- **Returning visitors read:** 2.01 posts
- **Average stay:** 3.26 minutes
- **Average monthly views:** 100,000
- **Average number of unique visits:** 75,000
- **Technology used:**
  - 60% Desktop and/or Laptop
  - 22% Mobile
  - 18% Tablets

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**Testimonials**

- **“It was a pleasure working with you guys, and the client is happy as well. I appreciate you going above and beyond with the social posts and providing quick reporting. Our experience was entirely positive.”**
  - Holly Caporiccio, Account Manager,
    Agency for RioCan Oakville Place

- **“We use Oakville News as it has great reach into our community with very informative articles and comprehensive events listing about what is going on in Oakville.”**
  - Shaun Waiwrz, Owner
    Kerr Street Café

- **“We have been very pleased with the traffic generated from our Oakville News placements. It’s obvious Oakville News is a go to website for our town’s residents.”**
  - Dean Arfin, Owner
    CORE 1
### Desktop Ad Sizes & Rates

#### Super Leaderboard Ad
- Size: 970x90
- Includes: 10,000 impressions, Premium Social Media, or Mobile Site Premium Placement
- Placement: Leaderboard Location
- 10k Impressions: $600.00
- Monthly: $1,440.00

#### Rectangle Ad
- Size: 200x150
- Includes: 10,000 impressions
- Placement: Left or Right Banners, or Anywhere in Left Sidebar
- 10k Impressions: $200.00
- Monthly: $480.00

#### Wide Skyscraper Ad
- Size: 160x600
- Includes: 10,000 impressions, Premium Social Media, or Mobile Site Premium Placement
- Placement: Anywhere in Left Sidebar, or Anywhere in Right Sidebar
- 10k Impressions: $500.00
- Monthly: $1,200.00

#### Full Banner Ad
- Size: 468x60 to 468x100
- Includes: 10,000 impressions
- Placement: Anywhere in Main Column
- 10k Impressions: $200.00
- Monthly: $480.00

#### Custom Desktop Ad Sizes
Most of our ad sizes conform to the IAB Display Ad Size Guidelines but we can also customize the size of many of our ad spaces.

- Price: Increases in proportion to the price of the base ad, i.e. a 20% increase in the height of an ad would mean an increase of 20% in its price. Ask us for details.

### Payment
Payment is due upon receipt of invoice and prior to placement of your advertisement.

Acceptable forms of payment are cheques and credit cards (Visa, Mastercard and American Express).

To arrange different terms, please speak with your sales representative.

### Other Rates

#### Advertising
- Custom Ad Location: add $100.00
- Custom Ad Size: add % of base ad charges for Custom Size or Location do not include artwork re-design and are in addition to ad charge.

#### Mobile Placement
- Basic: $150.00
- Premium: $250.00
- Discount with desktop ad: -100.00

#### Social Media
- Basic Package: $150.00
- Premium Package: $250.00

#### Events Listing
- Weekday: $25.00
- Weekend; Weekday w/ image: $50.00

#### Graphic Design
- Per hour: $75.00

### Specifications
We only accept digital files. File formats: png, jpg

All artwork should be emailed to your salesperson or to sales@oakvillenews.org
**Desktop Ad Locations**

- **Leaderboard Location**
  Can Contain:
  - Super Leaderboard Ad (970x90)
  - Leaderboard Ad (728x90)

- **Main Column Location**
  Can Contain:
  - Full Banner Ad (468x60-100)

- **Left Banner Location**
  - Right Banner Location
  Can Contain:
  - Rectangle Ad (200x150)

- **Left Sidebar Location**
  Can Contain:
  - Rectangle Ad (200x150)
  - Wide Skyscraper Ad (160x600)

- **Custom Ad Location**
  Our page is flexible enough that ads are not constrained to the locations shown.
  In many cases, ads and page content can be re-arranged to accommodate your needs.
  Ask us for details

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**Mobile Ad Sizes & Rates**

Mobile ads are placed on each post in two highly visible locations.
Mobile ads can be placed independently of desktop ads but are usually placed together.
When you place an ad on both our desktop and mobile sites, you receive a discount.

- **Premium Placement**
  - Location:
    - Beginning of all news articles
  - Can Contain:
    - Medium Rectangle Ad (300x250)
    - Full Banner Ad (468x60-100)
  - 10k Impressions: ................... $ 250.00
  - Monthly: .......................... $ 600.00

- **Custom Mobile Ad Sizes**
  Most of our ad sizes conform to the IAB Display Ad Size Guidelines but we can also customize the size of many of our ad spaces.
  Price: Increases in proportion to the price of the base ad, i.e. a 20% increase in the height of an ad would mean an increase of 20% in its price.
  Ask us for details.

- **Basic Placement**
  - Location:
    - End of all news articles
  - Can Contain:
    - Medium Rectangle Ad (300x250)
    - Full Banner Ad (468x60-100)
  - 10k Impressions: ................... $ 150.00
  - Monthly: .......................... $ 360.00
The Details

Advertising
There are two ways to purchase ad space. The first is in blocks of 10,000 impressions: ads are displayed 10,000 times, regardless of the time this takes. The second is in monthly installments: ads run for one month, regardless of the number of times the ad is displayed. Multiple blocks or months may be purchased initially or at any time during the ad's run.

Advertisers may request a custom ad size and/or a custom location.
For each ad, advertisers specify the ad size and preferred location, URL link (when ad is clicked) and the start and end dates.
For each ad, advertisers provide placement-ready artwork for the size of the ad purchased.

Desktop Placements
Desktop placement ads are shown on the version of the site accessible by traditional computers.
The Premium Social Media Package or the Premium Mobile Placement is included in the Super Leaderboard, Leaderboard, Wide Skyscraper and Half Page ads.

Mobile Placements
Mobile placement ads are shown on the version of the site accessible by tablets and smartphones.
Advertiser is responsible for providing a Medium Rectangle ad (300x250) or a Full Banner (468x60-100) ad for mobile placement, regardless of the desktop ad size purchased.

Basic
Ad is placed at the end of a news article.

Premium
Ad is placed at the beginning of a news article just below the headline and byline.

Social Media Packages
The Social Media Package is restricted to events and promotions.
During the course of your ad run, we will post text and a picture(s) which compliment your ad, on our social media networks.
For each post, advertisers provide the posting date(s), image(s) and status text.
Different images may be used for each post. Images must contain less than 20% text (by area) to adhere to Facebook's boosted post image policy.

Basic
- 1 post on each of Facebook, Twitter, Google+ and Instagram.

Premium
- 3 posts on each of Facebook, Twitter, Google+ and Instagram.
- Facebook posts are “boosted”, adding thousands of impressions to your ad.

Event Listings
When booked, listings are placed in our Events Calendar and remain there permanently. Listings may be placed independently of advertising.
Event listings include dates, times, location map and a short (250 words or less) description of the event. If an image is included, the Weekend rate will apply regardless of when the event occurs.
On the day of the event, the listing is shown on the front page of the website in a continuously scrolling list. Events occurring on Mondays to Thursdays are considered “Weekday Listings”; those occurring on Fridays to Sundays are considered “Weekend Listings”.
In addition to the daily scrolling list, weekend listings are highlighted in a post on the website and boosted on Facebook.
For each listing, advertisers specify the title, dates and times, and location for the event.
For each listing, advertisers provide the description and may provide one image.

Questions?

What is the difference between an Impression and a Click?
Every time someone requests a web page from OakvilleNews.org and the advertisement image is shown in their browser (on their computer, tablet or mobile device), our servers record one “impression.” Every time someone clicks on the advertisement image, our server records one “click.”

Our software is designed to ignore repeated requests and clicks in rapid succession from one browser. For example, if one person repeatedly reloaded or clicked on one ad in rapid succession, it would still only be counted as one impression or click; however, if that same person reloaded the ad or clicked on it hours or days later, it would be recorded as another impression or click.

Our software also does not count impressions or clicks from bots or crawlers (web search or otherwise). As well, impressions include impressions from social media posts, such as Facebook, Twitter, Google+ and Instagram.

You sell ads in 10,000 impression blocks, so why do I need to specify how long the ad runs?
Once your ad is placed on our site, our software begins to count impressions and clicks but it takes time to accumulate those impressions. We need to know the time period that an ad is shown so we can maximize the chance that your ad will achieve its impressions. If the ad runs for too short a period it is less likely to achieve the impressions you have purchased. That is why, when you book an ad, you specify the start and end dates for the ad. We usually suggest at least a 2 to 3 week run so the ad gets optimum exposure.

Sometimes we will run an ad outside the dates you specified in order to fulfill the impressions purchased, but only if it makes sense to do so. For example, for an ad announcing a specific event we might start running the ad earlier than your specified start date, but we wouldn't run it later than the event date. Regardless of how long an ad runs, you still only pay for the impressions you have purchased.

Contact Information
For more information or to book an ad, contact:

Nolan Machan
Sales Manager
nolan.machan@oakvillegenews.org
905-339-3640

Oakville News is a publication of Nolan Machan & Associates
98 Brock Street, Unit 15, Oakville, Ontario, L6K 221
905-339-3640