

# DIGITAL MEDIA KIT 2017

## RATE CARD/SPECS

Rates quoted in net dollars unless otherwise specified and are subject to change without notice

Creative Format	Dimension (Pixels)	Rates (Net)	Special Notes	Format	Material Deadline
Leaderboard	728 x 90	\$38 CPM	728 x 360 Expanding Creative (+15%)	72 dpi under 30 kb jpg, png, gif	6 days before launch
Big Box	300 x 250	\$38 CPM	600 x 250 Expanding Creative (+15%)	72 dpi under 30 kb jpg, png, gif	6 days before launch
Skyscraper	160 x 600	\$38 CPM	300 x 600 Expanding Creative (+15%)	72 dpi under 30 kb jpg, png, gif	6 days before launch
Site Skin	1440 x 1854	\$160 CPM	By position Expanding Creative (+15%)	72 dpi under 30 kb jpg, png, gif	6 days before launch

## CONDITIONS

- All size and specifications must conform to current Interactive Advertising Bureau of Canada Standards
- Cancellations submitted within 10 days of campaign deployment are non-refundable. Cancellations submitted earlier may be subject to a 20% fee.

## MATERIAL SUBMISSION

[AdvertiseWithVenture.com](http://AdvertiseWithVenture.com) click on "Submit Your Ad"

