

Complete Dairy Informational Website  
**dairyproducer.ca**

# MEDIA KIT

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THE DEFINITIVE ONLINE SOURCE FOR THE DAIRY INDUSTRY IN CANADA [WWW.DAIRYPRODUCER.CA](http://WWW.DAIRYPRODUCER.CA)





# BANNER ADVERTISING RATES AND SPECIFICATIONS

Banner insertions run nationally or geo-targeted. Rotation and non-rotation spots are available (prices vary).

## HOMEPAGE BANNERS

**TOP PANEL LEADERBOARD BANNER** (728x90)  
\$20,000 annually / \$2,000 monthly

**BOTTOM PANEL** (726x90 or 728x90)  
\$8,000 annually / \$800 monthly

**TOP MIDDLE PANEL BANNER** (600x200 or 503x140)  
\$15,000 annually / \$1,500 monthly

**LEFT/RIGHT CONTENT SIDE PANEL BANNER & MIDDLE PANEL** (300x250)  
\$10,000 annually / \$1,000 monthly

## ARTWORK SPECIFICATIONS

- Artwork must be submitted as a GIF or animated GIF.
- All artwork files should be 300 dpi.
- Save all art as RGB.
- Artwork files must be 60KB or smaller.

## ARTWORK SPECIFICATIONS

Please send files via e-mail to [info@dairyproducer.ca](mailto:info@dairyproducer.ca)

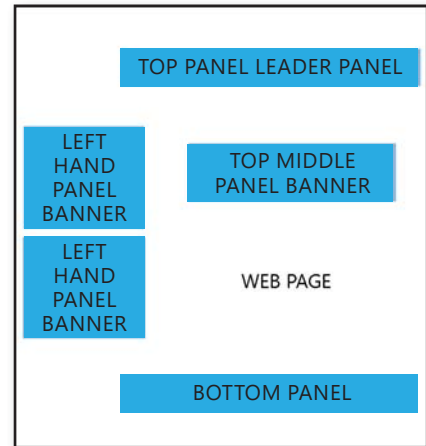
## SPECIFIC CATEGORY/CONTENT BANNERS

(Dairy News, Commentary, Dairy Videos, Dairy Markets, Feed, Herd Health, Dairy Genetics, Technical Papers, Sponsored Pages, Events)

**CATEGORY TOP PAGE PANEL** (726x90 or 728x90)  
\$15,000 annually / \$1,500 monthly

**CATEGORY SIDEBAR BANNER** (300x250)  
\$10,000 annually / \$1,000 monthly

**TOP MIDDLE PANEL** (503x140 or 600x200)  
\$10,000 annually / \$1,000 monthly



## NEWS CONTENT STORY BANNERS

(Banners embedded within specific and targeted content)

**FLEXIBLE BANNER SIZES AVAILABLE** (As long as they fit within the content post)  
Price TBD (By customization and frequency)



## OTHER CUSTOMIZED BANNERS

(Any other banners embedded in content area or new placements on the website)

**TOP LAYER/FLOATING AD, POP UP, EXPANDABLE ADS, TEXT ADS:**  
Price TBD (By customization and frequency)

# SPONSORED CONTENT/ SPONSORED PAGE

Sponsor a page or content on our site for unique content marketing opportunities.

## GENERAL SPONSORED PAGES

(General sponsored page <http://dairyproducer.ca/category/sponsored-sections/>)

**\$15,000** annually / **\$1,500** monthly

Host information, text, banners and videos live on your own page on dairyproducer.ca

## FEATURED SPONSORED PAGES/IFRAME

**PRICE TBD BY CUSTOMIZATION AND LOCATION**

Host a unique page with no other content or information (page exclusive to your company)

An iframe is an HTML element that allows an external webpage to be embedded in an HTML document.

## HOMEPAGE/SUBPAGE SPONSORED CONTENT

**Featured article \$1000 per post or \$3000 for a series of four. Other customization TBD.**

Advertorials, sponsored sections, featured articles, and other content placement opportunities.



iFrame example from <http://dairyproducer.ca/zoetis-dairy-canada/>

# SOCIAL MEDIA PROGRAM

Dairyproducer.ca will share information or content on our social media sites: Facebook and Twitter, providing extra exposure and recognition to a broader audience through content posts or an advertising message by an additional 15,000 plus potential customers.

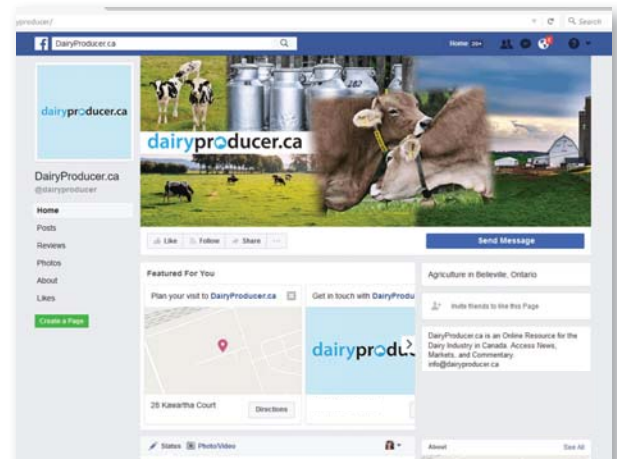
## CONTENT/ARTICLE SOCIAL MEDIA SHARE/ MENTIONS

**\$500** per share/mention or **\$2,000** per year for one monthly mention.

## SOCIAL MEDIA HIGHLIGHTED SPONSOR

**\$2,000** annually

Share your logo or information and be recognized as a sponsor.



# OTHER PRODUCTS

Boost your reach with our email list rental, directory listings, and newsletter advertising.

## ADDITIONAL SERVICES

### BUSINESS DIRECTORY LISTING

Market your business in a full industry-wide listing of companies and services.

#### ENHANCED LISTING

Website hyperlink and email address to your listing  
\$500 annually

#### CORPORATE LISTING

Logo addition, 50-word company description, website hyperlink and email address to your listing  
\$1,000 annually

### SPONSORED WEB CASTS

Broadcast or stream your own webcast series or information piece

\$2,000 per webcast / webcast series of 4-6 \$5000 annually

### SPONSORED VIDEOS

Submit corporate videos, company presentation, or sales videos

\$2,000 per video / \$5,000 for video series of 4-6 annually

### DAIRYPRODUCER.CA WEBSITE SPONSOR

Custom packages and luxury services (see the Gold, Silver and Bronze website sponsor packages details at right) are built to enhance a marketing program through dairyproducer.ca products and services. A sponsor message stands out similar to seminar and tradeshow sponsorships while showing your support for the definitive dairy industry website in North America.

Full sponsor packages are customized with all information above. Contact [info@dairyproducer.ca](mailto:info@dairyproducer.ca) for more information.

Sponsoring is just like sponsoring a dairy industry, except we can provide a focused and frequent reach.

Goodwill message: promote the message that your company supports industry websites that provide unique content to your target audience.

Full sponsorship packages can be customized and further developed upon request.

## NEWSLETTER ADVERTISING

Broadcast a wide variety of messages in the Dairy Producer Newsletter.

**TOP PANEL LEADERBOARD BANNER** (726x90 or 728x90)  
\$10,000 annually / \$1,500 per newsletter

**LEFT PANEL BANNER** (300x250)  
\$10,000 annually / \$1,000 per newsletter

**MIDDLE CONTENT/FLEX SIZES BANNER**  
\$6,000 annually / \$800 per newsletter

### NEWSLETTER CONTENT/VIDEO SPONSOR

Featured product review/sponsored editorial/content

Price TBD by customization and frequency

## PROMOTIONAL PACKAGES

Save money by bundling services in one of these value-laden packages.

### GOLD PACKAGE

\$50,000 annually

Includes:

- One (1) Homepage Top Panel Leaderboard
- One (1) Homepage Sidebar Banner
- Three (3) Category Page Banners
- One (1) Sponsored Page
- One (1) Video Listing
- One (1) Iframe Page
- Featured Content
- Social Media Sponsor



### SILVER PACKAGE

\$40,000 annually

Includes:

- One (1) Homepage Sidebar Banner
- Two (2) Category Page Banner Sponsor
- One (1) Sponsored Page
- One (1) Video Listing
- Featured Content



### BRONZE PACKAGE

\$25,000 annually

Includes:

- One (1) Homepage Sidebar Sponsor
- Two (2) Category Page Banner Sponsor
- Featured Content

