

# MPI Ottawa Chapter 2018-19 Website Ads Rate Card

## Ad Sizes and Locations

Ad	Size	Location
Leaderboard	728 x 90	Landing pages (includes home page)
Sidekick Rectangle	300 x 250	Landing pages (includes home page)
Half Page	300 x 600	Newsletter Article Specific

## Web Ad Rates (rates are on a per month basis, excluding newsletter ads)

Ad	Max # of ads	Length of contract			
		1 mth	3 mths	6 mths	12 mths
Leaderboard	4	\$ 415	\$ 385	\$ 355	\$ 325
Rectangle	8	\$ 415	\$ 385	\$ 355	\$ 325

## Conventus Ad Rates (all ads are 300 px x 600 px)

Ad	Number of articles	Rate
Ads are permanently placed for life of article		
6 submissions Feature Article	6	\$ 2,130
12 submissions Feature Article	12	\$ 3,360
Feature Article	1	\$ 695
Special Article	1	\$ 695
Event Article	1	\$ 695
Advertorial (buyer submitted article + ad)	1	\$ 1,390

## MPI Ottawa Chapter Website Sales Deadline Grid

July 2018 through June 2019

Month	Booking	Material	Month	Booking	Material
JULY	Jun 22, 2018	Jun 29, 2018	JAN	Dec 21, 2018	Dec 28, 2018
AUG	Jul 20, 2018	Jul 27, 2018	FEB	Jan 18, 2019	Jan 25, 2019
SEPT	Aug 24, 2018	Aug 31, 2018	MAR	Feb 15, 2019	Feb 25, 2019
OCT	Sep 21, 2018	Sep 28, 2018	APR	Mar 22, 2019	Mar 29, 2019
NOV	Oct 19, 2018	Oct 26, 2018	MAY	Apr 19, 2019	Apr 26, 2019
DEC	Nov 23, 2018	Nov30, 2018	JUN	May 24, 2019	May 31, 2019

If you have any questions about your ad booking, please contact **Jean-Guy Brunet** at [brunet@applecrate.ca](mailto:brunet@applecrate.ca) 613-286-3920

