

Complete Beef Informational Website
beefproducer.ca

MEDIA KIT

THE DEFINITIVE ONLINE SOURCE FOR THE BEEF INDUSTRY IN CANADA WWW.BEEFPRODUCER.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

SPECIFIC CATEGORY/CONTENT BANNERS

(Beef News, Commentaries, Cattle Health, Beef Genetics, Technical Papers, Sponsored Pages, Cow Calf, Feed Lot, Beef Markets, 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)

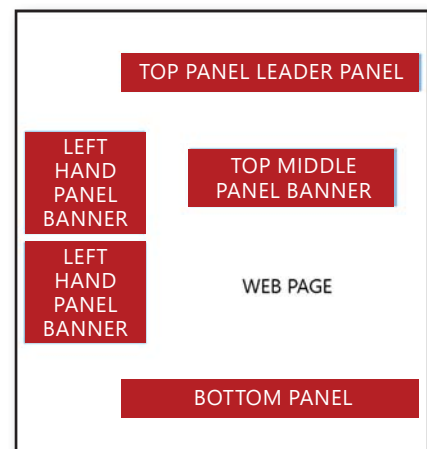
TOP LAYER/FLOATING AD, POP UP, EXPANDABLE ADS, TEXT ADS:
Price TBD (By customization and frequency)

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@beefproducer.ca



SPONSORED CONTENT/ SPONSORED PAGE

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

GENERAL SPONSORED PAGES

(General sponsored page <http://beefproducer.ca/category/sponsored-pages/>)

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

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



<http://beefproducer.ca/category/sponsored-pages/>

SOCIAL MEDIA PROGRAM

Beefproducer.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

BEEFPRODUCER.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 beefproducer.ca products and services. A sponsor message stands out similar to seminar and tradeshow sponsorships while showing your support for the definitive beef industry website in North America.

Full sponsor packages are customized with all information above. Contact info@beefproducer.ca for more information.

Sponsoring is just like sponsoring a beef 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 Beef 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

