

DESIGNEDGE CANADA

DESIGNEDGECANADA.COM | DESIGN EDGE EXPRESS

Information and Rate Kit



The #1 web site and e-bulletin for the Canadian graphic design industry.
Connect with our readership of engaged creative professionals...

ONLINE ADVERTISING ADVANTAGE**Build brand awareness and sales leads**

If your brand needs to lead in the graphic design industry, you need to reach the most engaged and forward-thinking leaders in the business. And you need to do it in the most progressive, high-traffic online environment available.

Welcome to the re-launched DesignEdgeCanada.com, designed to maximize the powerful capabilities of web publishing for news dissemination and community-building. Our web site and companion Express e-bulletin deliver frequent and breaking news stories, the latest jobs and events, a photo gallery, and interactive forum and comment functions for community-building. It also features dedicated pages for Green Resources, Industry

Links and a comprehensive Find A Supplier directory.

Our new online offerings are also designed to connect your brand and services with our growing online audience of engaged creative professionals.

DesignEdgeCanada.com and Design Edge Express e-bulletin offer a variety of ways for advertising partners to reach our audience. See the "Online Advertising Guide" to match your marketing needs to our online solutions.

"In today's economy, you need more than your web site to build traffic and leads. You need advertising and links on high-traffic sites to pull traffic to your site and improve your search engine rankings."

-American Business Media

Online Advertising Guide: what's your goal?

Match your marketing objectives with the most effective electronic online solutions provided by Design Edge Canada

Options	Branding/ product awareness	Driving traffic to web site	Lead generation	Improving search engine rankings
Online display banner ads	✓	✓		
Online directory advertising			✓	✓
Express e-bulletin	✓	✓	✓	
E-blast (list rental)	✓	✓	✓	

"The current and continued projected growth in online advertising in Canada speaks volumes about how important the medium has become to marketers in terms of its ability to reach, target, engage and dialogue with [customers]... Online advertising is no longer below the line in any way -- it's now an essential component of any marketing mix."

-Paula Gignac, President, IAB Canada

For rates, current traffic/circulation statistics, or to ask for a 10-minute "Know-How" presentation on how Design Edge Canada online advertising can work for you, contact your representative:

Doug Bennet
 Publisher
 dbennet@designedgecanada.com
 905-625-7070, ext. 233

Kim Carmichael
 Account Manager
 kcarmichael@designedgecanada.com
 905-625-7070, ext. 252

HOME AND NEWS PAGES: THE MOST TRAFFIC TO BOOST YOUR BRAND AWARENESS

Home Page Banners

	All rates per month			
	1 Month	3 Months	6 Months	12 Months
Top Bar Double Banner A	\$1,575	\$1,375	\$1,175	\$975
Top Bar Mini Banner B	\$1,175	\$975	\$775	\$575
Side Bar Double Banner C	\$1,375	\$1,075	\$975	\$775
Side Bar Mini Banner D	\$1,075	\$875	\$675	\$475
Big Box (after first news story) E	\$1,575	\$1,375	\$1,175	\$975
Sponsor Buttons (bottom, all pages) F			\$575	\$375



THE GREEN RESOURCES PAGES: TARGETED BRANDING AND INFLUENCE

Green Resources Pages (all)

	1 Month	3 Months	6 Months	12 Months
Top Bar Double Banner A	\$1,375	\$1,075	\$975	\$775
Top Bar Mini Banner B	\$1,075	\$875	\$675	\$475
Side Bar Double Banner C	\$1,175	\$975	\$775	\$575
Side Bar Mini Banner D	\$975	\$775	\$575	\$375
Big Box (after 1st news release) E	\$1,375	\$1,075	\$975	\$775
Sponsor Buttons (bottom, all pages) F				\$375

FIND A SUPPLIER: TARGETED ONLINE DIRECTORY ADVERTISING

Feature Listing:

- Above alpha listings, top of page (first come, first served) in appropriate category
- Includes logo, contact information, two-sentence description, link
- Each feature listing gets one e-mail Express sponsorship and link (upon signing; closest broadcast date available)

Annual rate: \$500 per Feature Listing

Regular Listing:

Alpha listings below Feature listings, in appropriate category
Includes company name, contact information, link

Annual rate: \$400 per Regular Listing

DESIGN EDGE EXPRESS: DIRECT TO YOUR PROSPECT'S IN-BOX

DEC Express (bi-weekly email bulletin). Rates per insertion.

	1-2 Insertions	3-5 Insertions	6 or more Insertions
Top Bar Double Banner T	\$695	\$595	\$495
Top Bar Mini Banner U	\$595	\$495	\$395
Big Box X	\$795	\$695	\$595

SPECIFICATIONS

Banner Description	Width	Depth	Max. file size	Format
Top Bar Double Banner	220 px	90 px	25K	gif, jpg, swf, jsp
Top Bar Mini Banner	110 px	90 px	15K	gif, jpg, swf, jsp
Side Bar Double Banner	110 px	180 px	25K	gif, jpg, swf, jsp
Side Bar Mini Banner	110 px	90 px	15K	gif, jpg, swf, jsp
Big Box	300 px	250 px	30K	gif, jpg, swf, jsp
Sponsor Buttons	110 px	90 px	15K	gif, jpg, swf, jsp
Leaderboard	728px	90px	30k	gif, jpg, swf, jsp
Skyscraper	160px	600px	30k	gif, jpg, swf, jsp

E-Blasts (list rental)

Please contact us for details. List available for graphic design, commercial printing and magazine publishing industries.

CONTACT US

Doug Bennet

Publisher

dbennet@designedgecanada.com

905-625-7070, ext. 233

Fax: 905-625-4856 • 8-1606 Sedlescomb Dr., Mississauga ON Canada L4X 1M6

Kim Carmichael

Account Manager

kcarmichael@designedgecanada.com

905-625-7070, ext. 252

