

*all*NEWFOUNDLANDLABRADOR

The power to influence over 1,400
business decision makers across
Newfoundland and Labrador.



MEDIA KIT FOR 2019/20



ABOUT US

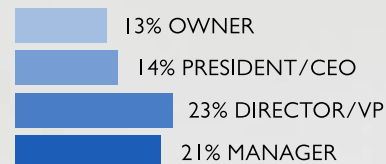
- Launched in 2015, allNewfoundlandLabrador has steadily grown to become the most trusted news brand across the province.
- Our exclusive paywall-protected content is produced by a growing team of 30 professional reporters and editors in St. John's, Halifax, Moncton and Saint John.
- allNewfoundlandLabrador presents a unique advertising opportunity for companies with a business to business or high-end offering looking to reach a loyal and identifiable audience.



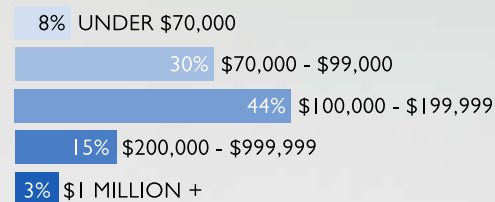
DEMOGRAPHICS

OUR SUBSCRIBERS

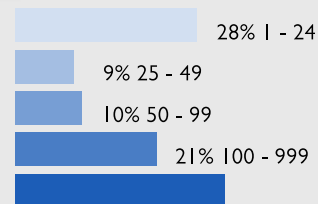
COMPANY POSITION



INCOME



NUMBER OF EMPLOYEES



COMPANY BUDGET



SECTORS

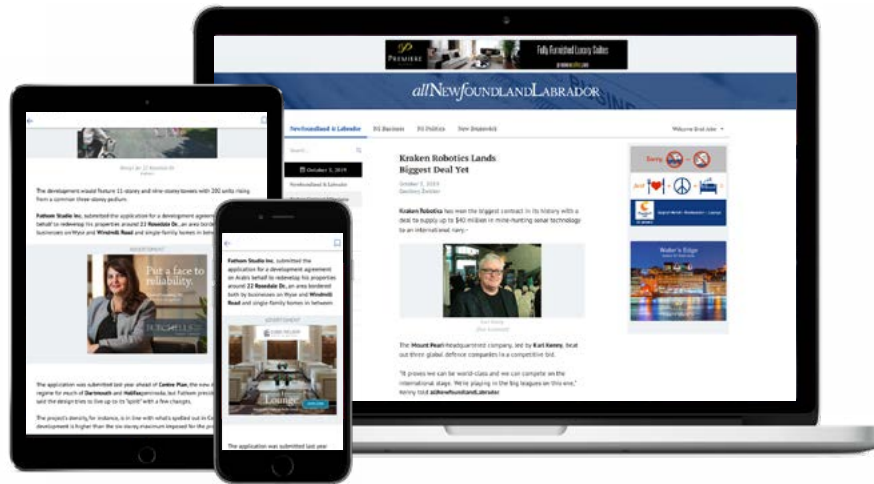
Development and Construction
Retail
Media and PR
Law
Transportation
Aerospace and Defence
Energy and Offshore
Hotels and Tourism
Manufacturing
Government

Accounting
Insurance
Health and Education
Fishing, Farming and Natural Resources
Securities
Engineering
Academic and Arts
Restaurants and Bars
Telecommunications and IT
Real Estate
Banking and Lenders

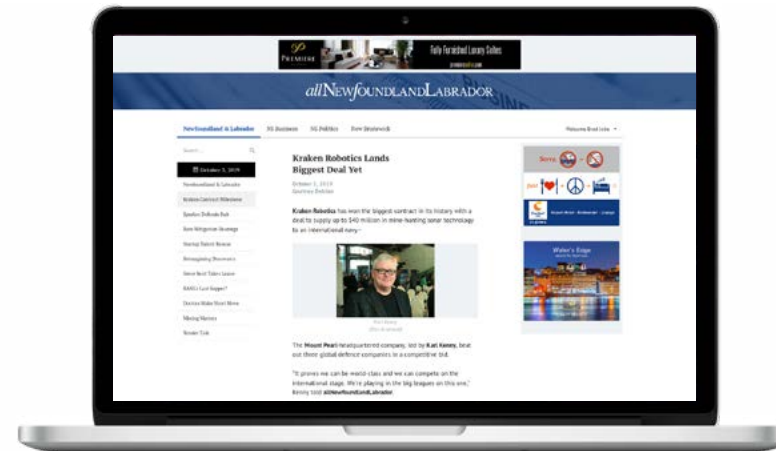
AD SPECS

A TRADITIONAL TAKE ON NEW MEDIA ADVERTISING

We offer a maximum of 20 Big Box spaces and 10 Leaderboard spaces each day (Monday to Friday) in each of the lineups. All ads rotate every 15 seconds. One Big Box is featured in each article on the mobile app with two Big Boxes and one Leaderboard on the desktop site.



BIG BOX 1040 x 864 pixels
desktop & mobile



LEADERBOARD 728 x 90 pixels
desktop only

All advertisements are guaranteed to display randomly at least once every two and a half minutes for 15 seconds on the website, and at least once every five minutes for 15 seconds on the app.

SEE SAMPLE ISSUE

PRICING

allNewfoundlandLabrador is a trusted brand that **offers transparent and understandable advertising rates.**

Day-rate prices are Monday to Friday for a 24 hour rotating tile. Desktop site displays Big Box and Leader Board ads. Mobile devices display Big Box ads only.

BIGBOX 1 STORY LINE-UP*

5 days	\$395
10 days	\$680
20 days	\$1160
50 days	\$2700

LEADER BOARD 1 STORY LINE-UP*

5 days	\$180
10 days	\$350
20 days	\$680
50 days	\$1600

*Nova Scotia and New Brunswick readers also have access to the Newfoundland lineup.

COMPARE OUR RATES (CPM)*

Based on the 20 day rate for all** paying audience size.

	NS	2 PROVINCES	ATLANTIC REGION
Leaderboard	2.90	3.00	2.35
Big Box	5.80	5.08	4.00

Please note billing is based on day rates above. These numbers are for comparison purposes only and were arrived at by converting the average usage of our paying audience into CPM

CONTACT



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Get all your news on our new **allAtlantic
Canada** app, available for iPhone & Android.

