

2016 Digital Advertising Rates

Display Units	CPM
Big Box	\$26
Big Box > Expandable	\$30
Billboard > Homepage	\$55
Catfish	\$40
Devil	\$75
Half Page	\$30
Leaderboard	\$24
Leaderboard > Expandable	\$30
Push Down	\$55
Headboard	\$45
Voken	\$40

Dual Units	CPM
Catfish with companion Leaderboard	\$55
Sync'd Leaderboard and Big Box	\$32
Sync'd Leaderboard and Half Page	\$40
Voken with companion Big Box	\$55

Video Units	CPM
End Roll Video	\$20
Injected Video	\$50
Injected Video with Small Banner	\$55
Injected Video with Large Banner	\$65
Pre Roll Video	\$50
Pre Roll Video with companion Big Box	\$55

Takeovers	24 Hour	48 Hour	1 Week
Homepage	\$4,800	\$7,500	-
Business	\$800	\$1,400	-
News	\$3,200	\$4,900	-
News > Canada	\$650	\$1,100	-
News > Cape Breton	\$400	\$650	-
News > Metro	\$1,100	\$1,700	-
News > Nova Scotia	\$800	\$1,350	-
Obituaries	\$3,200	\$5,000	-
Opinions or Arts & Life or Sports	\$650	\$1,100	-
Wheels or Homes	\$400	\$650	-
Community Website > Full Sponsorship	-	-	\$600
Community Website > Home Page	-	-	\$400

Investment	Discount
\$5,000	5.00%
\$10,000	7.00%
\$20,000	9.00%
\$25,000	11.00%
\$35,000	12.00%
\$50,000	14.00%
\$75,000	16.00%
\$100,000	18.00%
\$150,000	20.00%
\$200,000	22.00%
\$250,000	24.00%
\$350,000	26.00%
\$500,000	30.00%
\$1,000,000	35.00%
\$1,500,000	38.00%

Contact:
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Digital Advertising Units

The diagrams show the following units and dimensions:

- Sync'd Leaderboard & Big Box:** 728 x 90 (top), 300 x 250 (bottom)
- Sync'd Leaderboard & Half Page:** 728 x 90 (top), 300 x 600 (bottom)
- Pre Roll Video & Big Box:** 300 x 250 (video player)
- Voken & Big Box:** 500 x 500 (Voken), 300 x 250 (Big Box)
- Catfish & Leaderboard:** 728 x 90 (top), 1010 x 60 (bottom)
- Expandable Leaderboard:** 728 x 360
- Expandable Big Box:** 600 x 250
- Billboard:** 970 x 250
- Push Down:** 970 x 415
- Headboard:** 978 x 100
- Devil:** 300 x 1050
- Takeover- Leaderboard, Big Box & Skins:** Min: 1280 x 800, 728 x 90 (top), 300 x 250 (bottom), Max: 1920 x 1080

2016 Digital Advertising Rates

Mobile	CPM
iPad App Big Box	\$26
iPad App Interstitial	\$65
iPhone App & Mobile Website Banner	\$18
iPhone App Interstitial	\$34
iPhone App & Mobile Website Big Box	\$26
Mobile Website Half Page	\$30
Synced Banner & Big Box	\$30
Synced Banner & Half Page	\$36

Additional Products and Services	Rate
Audience Segmentation (Behavioral Targeting Data)	CPM + \$3 - \$8
Business Insider	\$95 CPM
Business Insider with Sponsored Content	\$150 CPM
Embedded Video	CPM + \$4
Herald Weekly Online Flyer	\$250*
Social Media - Sponsored Tweet (1)	\$250
Social Media - Sponsored Tweet (package of 5)	\$1000
Social Media - Sponsored Tweet (package of 10)	\$1750

Mobile Takeovers	24 Hour	48 Hour
Homepage	\$900	\$1,475
News	\$595	\$950
Business	\$315	\$500
Opinions	\$150	\$240
Sports	\$150	\$240
Arts & Life	\$150	\$240
Wheels	\$125	\$200
Homes	\$125	\$200
Obituaries	\$595	\$950

Investment	Discount
\$5,000	5.00%
\$10,000	7.00%
\$20,000	9.00%
\$25,000	11.00%
\$35,000	12.00%
\$50,000	14.00%
\$75,000	16.00%
\$100,000	18.00%
\$150,000	20.00%
\$200,000	22.00%
\$250,000	24.00%
\$350,000	26.00%
\$500,000	30.00%
\$1,000,000	35.00%
\$1,500,000	38.00%

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Mobile Advertising Units



iPhone App & Mobile Website Banner



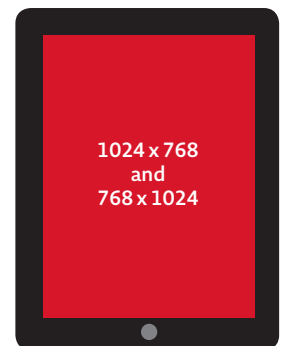
Mobile Website Half Page



iPhone App & Mobile Website Big Box



iPad App Big Box



iPad App Interstitial



Synced Banner & Big Box



Synced Banner & Half Page



Mobile Takeover