

2017 Digital Media Rates

Display Units	CPM
Big Box	\$19
Big Box > Expandable	\$22
Billboard > Homepage	\$41
Catfish	\$30
Devil	\$56
Half Page	\$22
Leaderboard	\$18
Leaderboard > Expandable	\$22
Push Down	\$41
Headboard	\$33
Voken	\$30

Dual Units	CPM
Catfish with companion Leaderboard	\$41
Sync'd Leaderboard and Big Box	\$24
Sync'd Leaderboard and Half Page	\$30
Voken with companion Big Box	\$41

Video Units	CPM
End Roll Video	\$15
Pre Roll Video	\$37
Pre Roll Video with companion Big Box	\$41

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

Hourly Homepage Sponsorships	
6am-10am	\$1,700
10am-4pm	\$1,500
4pm-8pm	\$625
8pm-6am	\$400

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Digital Advertising Units

Sync'd Leaderboard & Big Box

Sync'd Leaderboard & Half Page

Pre Roll Video & Big Box

Voken & Big Box

Catfish & Leaderboard

Expandable Leaderboard

Expandable Big Box

Billboard

Push Down

Headboard

Devil

Takeover- Leaderboard, Big Box & Skins



2017 Digital Media Rates

Mobile	CPM
iPad App Big Box	\$19
iPad App Interstitial	\$48
iPhone App & Mobile Website Banner	\$13
iPhone App Interstitial	\$25
iPhone App & Mobile Website Big Box	\$19
Mobile Website Half Page	\$22
Synced Banner & Big Box	\$22
Synced Banner & Half Page	\$27

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

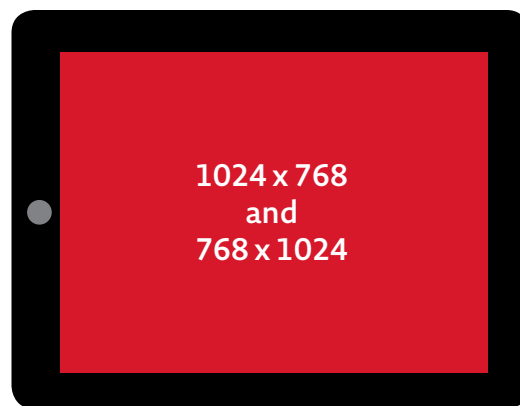
Additional Products and Services	Rate
Audience Segmentation (Behavioral Targeting Data)	CPM + \$3 - \$8
Business Insider	\$71 CPM
Business Insider with Sponsored Content	\$112 CPM
Embedded Video	CPM + \$4
Social Media - Sponsored Tweet or Facebook Post	Ask for pricing
Social Media - Sponsored Tweet (package of 5)	Ask for pricing
Social Media - Sponsored Tweet (package of 10)	Ask for pricing

Hourly Homepage Sponsorships	
6am-10am	\$250
10am-4pm	\$235
4pm-8pm	\$160
8pm-6am	\$200



iPad App Big Box

Mobile Advertising Units



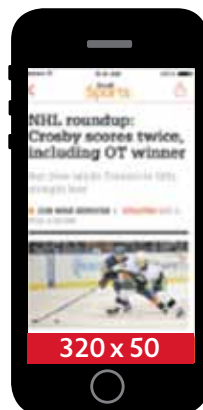
iPad App Interstitial



iPhone App & Mobile Website Big Box



Mobile Takeover



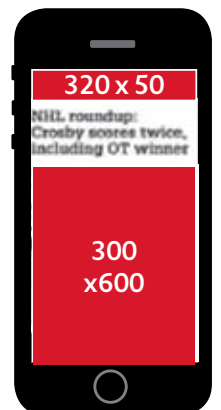
iPhone App & Mobile Website Banner



Mobile Website Half Page



Synced Banner & Big Box



Synced Banner & Half Page

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