

# MIDNIGHT POUTINE MEDIA KIT

Montreal's favourite high-fat blog



ARTS // MUSIC // FASHION // FILM // NEWS // RESTAURANTS //  
MOVIE SHOWTIMES // PODCAST // NEWS // EVENTS + MORE



# ABOUT MIDNIGHT POUTINE

We're **the #1 Montreal blog**.

Our core coverage areas include arts, music, film, fashion, food, news and events. We're 5 years old and are a multiple award winner for the Best Montreal blog as voted by readers of the Montreal Mirror.

## AUDIENCE

**20-35 year old influencers and urban enthusiasts**, equally split male and female. The site helps them be in the know and answer questions like what's new in Montreal, what to do, where to eat and drink and what to see.

## WEB TRAFFIC AND COMMUNITY

Check with us for the latest web stats.





We reach a targeted and influential Montreal demographic and offer advertisers premium ad placement to connect with them. Our banners appear within highly visible positions above the fold or within the main content areas. Ask us about custom advertising options and sponsorship of the Montreal Weekend Playlist podcast.

#### OPTIONS AVAILABLE TO YOU AT NO EXTRA COST



##### ADVANCED TARGETING

Target by geography (city, province, country), day or time of the week, browser or operating system. Add campaign or time-based frequency caps to limit the number of times a user sees your banner.



##### CREATIVE FLEXIBILITY

We support third-party ad code or tags from partners like Eyeblander and Eyewonder. We accept rich media banners (audio and/or expansion must be user initiated).



##### ANYTIME REPORTING

We'll provide you with real-time results from your campaigns with us at any time. Reports include impressions, clicks and click-through rate (CTR).



# AD PLACEMENTS AND RATES

## CHOOSE FROM 5 HIGHLY VISIBLE AD PLACEMENTS

AD PLACEMENT	CPM RATE
Top Banner (300x250)	\$16
Content Banner (300x250)	\$10
Content Banner (728x90)	\$8
Large skyscraper (300x600)	\$16 - \$20
Homepage Takeover (all ad units)	Contact Us
Events (300x100)	\$150 flat rate (monthly)

### TOP BANNER 300 x 250

Appears above the fold in the top right hand side of the page.

### CONTENT BANNER 300 x 250

Appears above the comment area on individual article pages.

### CONTENT BANNER 728 x 90

Appears below the fold, above the footer area on each page.

### LARGE SKYSCRAPER 300 x 600

Can appear in the same position as or just below the Top Banner.

### HOMEPAGE TAKEOVER

Own all banner units on the home page for the duration of a week or more.

### ADDITIONAL OPPORTUNITIES

Contact us to discuss custom opportunities, contests and other initiatives not listed here.



# AD SPECS AND BOOKING AND MATERIAL DEADLINES

## BOOKING DEADLINES

Booking can be made at any time (including the day you wish to start the campaign) but we recommend booking as far as advance as possible to secure your desired ad space and inventory.

## MATERIAL DEADLINES AND DELIVERY

Unless otherwise instructed, please provide creative at least 1 business day prior to the start of the campaign.

Send creative via email to [tim@freshdaily.ca](mailto:tim@freshdaily.ca)

## SPECS

All banners should be 70k or less

Please deliver banners as .swf and/or .gif file

For .swf, we recommend using the following clickTAG code:

```
on(release) {  
  getURL(_root.clickTag, "_blank");  
}
```

**Please note:** AS/3 is currently not supported  
We use Google Ad Manager as our ad server



# ONLINE ADVERTISING FAQs

## WHAT IS CPM?

CPM stands for Cost Per Thousand. It's the standard way that most advertising is priced online. As an example, say you're interested in purchasing the Content Banner 300x250 that has a price of \$10 CPM. This means that 1,000 impressions in this ad placement would cost you \$10. 5,000 impressions would cost \$50. 80,000 impressions would cost \$800.

## WHAT'S AN IMPRESSION?

Each time your banner loads on a page it realizes an impression. In other words, if you were to visit the Midnight Poutine home page and your banner appeared in one of the ad placements that would be 1 impression. If you visited the home page 1,000 times and the banner appeared every time that would add up to 1,000 impressions.

## HOW LONG WILL MY AD RUN FOR?

We will run your ad for as long as you like. You specify the start and end dates of your campaign and we run the banner evenly throughout this period.

## HOW OFTEN WILL MY BANNER SHOW UP?

The frequency in which your banner shows up depends on a number of factors including the length of your campaign, how many impressions you have purchased and whether you're targeting a specific section(s) of the site. But keep in mind most advertisers' banners appear in rotation with other advertisers. Think of buying an ad on Midnight Poutine sort of like buying an ad in a magazine. In a magazine, your ad will typically show up on one page, not on every page in the magazine.

Likewise, your ad on Midnight Poutine will likely not show up every single time you visit the site. But we will always deliver the impressions you pay for.

## CONFUSED?

Contact Tim (contact details below) for any additional questions. He'd be happy to explain this further and/or put together a quote or some different advertising options for you.