

## MEDIA KIT

### ABOUT BLOGTO

blogTO is a web site about Toronto news and culture including music, film, the arts, fashion and food. The site features regular content updated multiple times daily and special sections for restaurant reviews, shopping, event listings and movie showtimes. Our Best of Toronto content is syndicated regularly in the Toronto section of the National Post. Watch for us in print M-F in Tonight Magazine, a new free daily that launched on September 8th.

### AUDIENCE

blogTO's core audience is 20-35 year old men and women living in Toronto looking to engage with the city; find out what's happening; what to do, where to eat and what to see.

### FIVE THINGS YOU SHOULD KNOW ABOUT BLOGTO

- 1 A targeted and influential demographic** – Audiences who turn to blogs and social media are ahead of the curve and are influencers in their social networks. blogTO is built with the needs of this audience in mind and includes interactive and community-oriented features, resources and regularly updated, original content created specifically for the web that helps them be in the know about what's happening in Toronto.
- 2 A growing audience** – blogTO attracts approximately 350,000 unique users a month and more than 1.3 million page views. Each month our web traffic continues to go up. Be sure to check with us for the latest stats.
- 3 Premium and innovative ad placement** – We offer advertisers premium ad placement. Our banners appear within highly visible positions above the fold or within the main content areas. Ask us about other high impact placements such as the 300x600 banner.
- 4 Local and small business friendly** – We offer local advertisers affordable, targeted opportunities to advertise in one of our special sections devoted to Toronto restaurants, fashion, design, fitness clubs, bookstores and art galleries as well as targeted placements in our film, music and arts channels. Check in with us for the latest rates.
- 5 Advertising with options** – Our sophisticated ad delivery solution offers targeting options based on day of the week, time, browser, O/S, frequency capping and more. Our reporting system allows advertisers to track impressions in real-time. We also support third-party tags from partners like Eyeblaster and DART,

**RATE CARD & SPECIFICATIONS**



**AD UNITS AND RATES**

NEW!

**CPM based pricing**

Choose from 3 highly visible ad units. All ad units conform to IAB ad unit guidelines and appear Run of Site (ROS) unless targeting is specified.

Options include:

**Top banner 300x250 \$16 CPM**

This is the most prominent ad unit on the site. It appears in the top right of the page, above the fold.

**In Content banner 300x250 \$10 CPM**

This banner appears in the content area, between the third & fourth posts on the page.

**In Content banner 728x90 \$8 CPM**

This banner appears near the bottom of the page, below all posts but above the footer area.

**Content targeting Rates vary**

We can target your advertising to specific sections of the site. Contact us for CPM as well as fixed monthly/weekly rate options.

**ALL ADVERTISERS** Please note!

**Booking and Material Deadlines**

Booking of ads should be made and material should be delivered at least two business days prior to the start of a campaign. Allow more time to ensure inventory availability.

**Specifications**

All banner ads must be Flash (.swf) or GIF. The file size limit is 70k. For higher K files, we accept third party tags only. (Eyeblander, Motif, etc.)

**Delivery Methods**

Email all creative to [files@blogto.com](mailto:files@blogto.com)