



Leaderboard: 728 w x 90 h max 40KB  
**\$88 CPM**

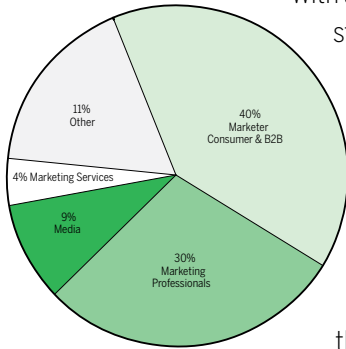
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Banner: 468 w x 60 h max 40KB  
**\$80 CPM**

Medium Rectangle:  
 300 w x 250 h  
 max 40KB  
**\$85 CPM**

## Interstitial/Site Takeover ads are also available with 700 w x 500 h dimensions at a CPM of \$98.



With an average of 56,000 page views a month, strategyonline.ca is one of the most important portals for information about the state of the Canadian marketing community. Along with our sister sites mediaincanada.com and stimulantonline.ca, we average more than 135,000 impressions per month. Our users come from all corners of the industry, including the biggest names in B2B and consumer marketing, media agencies, suppliers, the creative sector and the service providers who keep it all going. It is *the* go-to source, providing the latest breaking news, larger-picture issues and top creative ideas in Canada.

With our recent re-launch, you can still access the same great content set in a bold new design complete with a screening room. We offer rollover, voken and floating ads, and will work with you to customize your campaign and maximize your return. Contact your Strategy sales rep today for more details.

### Career Ads: \$350 per week

If you are submitting an ad in Flash format, please add tracking capabilities to your ad, along with the .swf file for the ad and the click-through URL. Please also include a file containing the object and embed tags which we should use to display your ad.

Rates are quoted in net dollars. Accepted files: JPEG, GIF, Animated GIF, Flash, dHTML. Artwork to be submitted no less than 3 days prior to campaign start date. There will be \$50 production charge for any files that are submitted unfinished or

in formats other than those listed above. Additional designer time is \$50/hr. The minimum purchase for all sizes is 25,000 impressions.

#### Sending us artwork or files

If you are sending us files that are greater than two megabytes, please use our web upload service:

<http://upload.brunico.com/st>

Wide Skyscraper  
 160 w x 600 h  
 max 40KB  
**\$75 CPM**

Skyscraper  
 120 w x 600 h  
 max 40KB  
**\$70 CPM**

Wide 4 Unit  
 160 w x 400 h  
 max 40KB  
**\$70 CPM**

4 Unit  
 120 w x 400 h  
 max 30KB  
**\$60 CPM**

Wide 2 Unit  
 160 w x 200 h  
 max 30KB  
**\$50 CPM**

2 Unit  
 120 w x 200 h  
 max 30KB  
**\$40 CPM**

contact your strategy sales rep today for more details

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