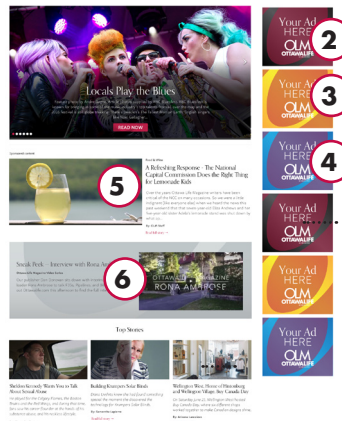


Ottawalife.com receives over 50,000 visitors monthly. Partner with us and let us help you get your message, product or service out to people in Ottawa. There are a few ways to purchase digital advertising. Choose from a traditional advertisement with hyperlink, consider a featured advertorial to educate and engage with your audience or go for a video sponsorship.

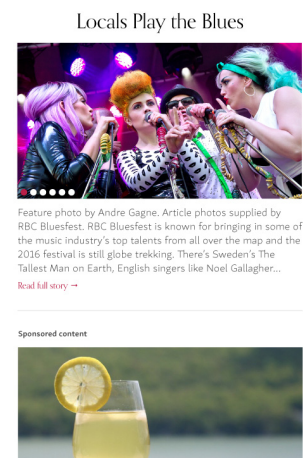
CALL 613.688.5433
EMAIL info@ottawalife.com

Desktop Web Rates • Home Page

AD POSITION	AD DESCRIPTION	MONTHLY COST	AD SIZE
1 Top Banner	As prime real estate on the home page, the top banner is highly visible and prominent while belonging to the rest of the site.	\$ 4500	IAB size or 680 x 100 pixels
2 Side Bar/First	The first and most prominent of six side bar ads. The side bar ads will appear on every page in the site and may be sold up to three times. Sponsors ads will rotate.*	\$ 1200	IAB size or 250 x 250 pixels
3 Side Bar/Second	The second of six side bar ads. The side bar ads will appear on every page in the site and may be sold up to three times. Sponsors ads will rotate.*	\$ 900	IAB size or 250 x 250 pixels
4 Side Bar/Third	The third of six side bar ads. The side bar ads will appear on every page in the site and may be sold up to three times. Sponsors ads will rotate.*	\$ 300	IAB size or 250 x 250 pixels
5 Featured Advertorial	Receive prime visibility on the OLM home page and support from social media and amplified posts with your OLM authored post.	\$ 6000	Word count TBD
6 Video Sponsorship	The video sponsorship can take a number of forms including a "pre-roll" as well as "frame" that would be present throughout the entire video. Call us to discuss what works best for you.	Call OLM for more info	seconds/length TBD



▲ ABOVE: Representation of the OLM desktop homepage with advertising options.



▲ ABOVE: Representation of the OLM mobile homepage with advertising options.

* Each page has an independent counter. The rotation on each page is independent, yielding a fair share of voice for each sponsor and for each unique page. NB: Ads do not rotate vertical positions. This spot can be sold up to three times and will rotate among the three sponsor advertisements. On the mobile platform these ads will act as dividers to the content.

SPECIFICATIONS

- Ads need to be created in gif, jpg or png format.
- OLM will post the ad on the following business day after receiving material and payment in full.

PAYMENT

Advertising rates and duration must be agreed upon before publication. Prepayment must be received by PayPal or eTransfer or cheque before publishing.

Advertising prices do not include the cost of preparing an advertisement. Artwork costs and changes to graphic logo or advertisement are the responsibility of the advertiser.

Customer supplied artwork must adhere to any and all trademark and copyright laws.



@ottawalifers



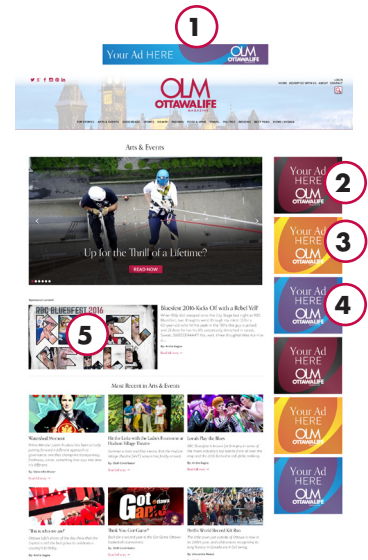
ottawalifemag



Facebook.com/OttawaLifeMagazine

Desktop Web Rates • Section Page

AD POSITION	AD DESCRIPTION	MONTHLY COST	AD SIZE
1 Top Banner	This is prime real estate on the section overview page. It is visible and prominent while belonging to the rest of the site. It is for a more targeted audience.	\$ 3000	IAB size or 680 x 100 pixels
2-4 Side Bar	These six spots would be reserved for advertisers that select the side bar option on the home page.	See home page side bar ads	— —
5 Featured Advertorial	Receive targeted visibility on an OLM section page and support from social media and amplified posts with your OLM authored post.	\$ 2000	Word count TBD



▲ ABOVE: Representation of the OLM desktop section page with advertising options.

Desktop Web Rates • Content Page

AD POSITION	AD DESCRIPTION	MONTHLY COST	AD SIZE
Side Bar	These six spots are reserved for advertisers that select the side bar option on the home page.	See home page side bar ads	— —
Hyperlinks	OLM will embed a hyperlink into content making it an easy click back to your site.	\$125	— —

NB: There are no top banner ads on a contents page.



▶ RIGHT: Representation of the OLM mobile content page with advertising options.

Web Sats*

TOTAL MONTHLY WEBSITE VISITS

5,000 average daily visits
125,479 page views
15 minute average visit duration
3.79 pages per visit

SOCIAL MEDIA

Facebook Followers: 3,075
Twitter Followers: 12,735
Instagram Followers: 1,550

* Based on September 2016 stats



There's a new non-profit in Ottawa that's dedicated to helping both pets and their humans stick together through tough times.



This initiative is run entirely on donations and will help prevent families from having to surrender their pets during times of need. They offer two modes of support for individuals as a part of their Emergency Paw Program. The first, Crisis Support, is designed to help people who are facing an unexpected difficulty in their lives and generally lasts for three months.



The Temporary Assistance program lasts six months and is aimed towards people who are experiencing financial hardship. Both programs help supply pet food, and in some cases, essential pet medication and community aid. Anyone who needs a little helping hand can apply here if they fit the qualifications for the Ottawa Paw Pantry's support programs.



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