

advertising rates

AS OF JANUARY 2012; RATES MAY CHANGE WITH AVAILABILITY AND SITE TRAFFIC LEVELS

Display Advertising Rates

MONTHLY SERVICES

RUN OF SITE	SIZE	RATE
Leaderboard (top) <i>Expandable if banner position not sold +25%</i>	728 x 90	\$6,000
Banner	468 x 60	\$4,000
Big Box #1, #2, #3, #4 (rotate)	300 x 250	\$4,000
Leaderboard (bottom) <i>Rotates with top leaderboard (same or different creative)</i>	728 x 90	—

INTERNAL/CATEGORY PAGES (browse/search by category)*

CATEGORY-SPECIFIC ADVERTISING CAPABILITY	SIZE	RATE
Leaderboard (top) <i>Expandable if banner position not sold +25%</i>	728 x 90	\$4,200
Banner	468 x 60	\$2,600
Big Box	300 x 250	\$2,600
Half Box #1 & #2 (rotate)	300 x 125	\$1,600
Leaderboard (bottom) <i>Rotates with top leaderboard (same or different creative)</i>	728 x 90	—

INTERNAL/TYPE PAGES (specific categories)*

TYPE-SPECIFIC ADVERTISING CAPABILITY	SIZE	RATE
Leaderboard (top) <i>Expandable if banner position not sold +25%</i>	728 x 90	\$3,000
Banner	468 x 60	\$2,000
Big Box	300 x 250	\$2,000
Half Box #1 & #2 (rotate)	300 x 125	\$1,100
Leaderboard (bottom) <i>Rotates with top leaderboard (same or different creative)</i>	728 x 90	—

INDIVIDUAL LISTING PAGES

LISTING-SPECIFIC ADVERTISING CAPABILITY	SIZE	RATE
Big Box	300 x 250	\$1,000
Half Box (#1 & #2)	300 x 125	\$550
Twitter Feed	Twitter ID – example '@cardonline'	\$750

Listing Enhancements

1) ANNUAL SERVICES

Featured Listing (max. 3 positions above organic search results); includes logo & ownership of 3 keywords	\$4,000
– Keywords (extra) : dependent on availability *only applies to Featured Listing services	\$500 per
Priority Listing	\$2,800
Positioning Statement (8,000 characters; approx. 100 words; supplied by client)	\$2,500
Sponsored Link (includes logo) 3 spots that rotate	\$1,975
Logo (search results page & listing page)	\$1,120

Other CARDonline services

eDirect Targets media agencies and advertisers directly	\$3,800
eNewsletter Distributed to an engaged audience of over 15,000 readers	
– Listing Highlight	250-300 words \$2,000
– Leaderboard	728 x 90 \$1,500
– Big Box	300 x 250 \$1,000

NOTE: All ads will display regardless of whether user is logged or not logged in to site. Video capability in any ad unit (streamed via client side). Additional charge if housed on CARDonline.

*additional category buys + 25%

*closing date for online services is 5 days preceding 'live' launch. Including revisions.

ALL RATES ARE NET

TO LEARN MORE ABOUT OUR ADVERTISING OPPORTUNITIES, CONTACT:

+ CRISTINA PALHARES, National Sales Manager at 416-764-1619 or cristina.palhares@rci.rogers.com

+ CAROL LEIGHTON, Sales Manager, Quebec and Eastern Canada at 416-764-1544 or carol.leighton@rci.rogers.com

advertising opportunities

LISTING ENHANCEMENTS

1) FEATURED LISTING:

A Featured Listing appears at the top of all search results. They are keyword dependent with a maximum display of 3 featured listings per keyword. Additional keywords can be purchased for \$500 each. A Featured Listing is guaranteed to appear in a search results page whenever the purchased keyword is used in a search. Featured Listings are identified in a yellow box with the text 'FEATURED LISTING' displayed in the bottom right corner next to the listing name and logo on a search results page. This is premium positioning.

2) PRIORITY LISTING:

A Priority Listing appears above Logo and Free listings and below any Featured Listings. Priority listings are not keyword dependent. They allow for greater visibility, as long as the listing is relevant to a search. Priority Listings are identified with the text "PRIORITY LISTING" in the bottom right corner next to the listing name on a search results page.

3) POSITIONING STATEMENT:

A Positioning Statement takes a listing's generic 25-word limit profile description to a 100-word profile description. A longer Positioning Statement allows for branding opportunities, greatly enhancing visibility by all who visit (with/without log in). It also provides Endeca's search application with more words to crawl, ultimately improving the chances of a higher search ranking.

4) SPONSORED LINK:

A Sponsored Link allows a listing to appear in another type, topic or format in addition to what it already qualifies to appear in for free. This allows for greater visibility and enhances the listing to be seen in more searches. Sponsored Links appear on the right side of any landing page, directly below the search bar and above any Big Box ad. Three advertisers display and rotate at any one time. They are identified under the heading "SPONSORED LINKS", with the logo to the right of the listing name and the type, topic or format below it. Clicking on the listing name or logo takes the user directly to the listing.

5) LOGO:

Apply a logo to your listing for increased visibility. Listings with logos are displayed in alphabetical order via any browse function and by relevancy via any keyword search function.

6) INDIVIDUAL LISTING PAGE ADS:

Individual Listing Page Ads, provide for one big box, two half boxes and a twitter feed to the right side of a listing page. These are exclusive to the listee's page and ensure that only their ads can be viewed in these prime positions. This will engage the user's attention and further the message since each display ad will click to a third party URL of choice.