



ADVERTISER GUIDELINES SPRING/FALL 2022



Today's Northumberland

COBOURG'S SOURCE FOR LOCAL NEWS



Our Team



OUR AWESOME EXECUTIVES

Gail Foster - Advertising

Email : gail@todaysnorthumberland.ca

Cell - 905-376-3360

I started working in the advertising business through a friend who suggested I would do very well. Starting part time with only 2-3 books a year it turned into 12 books a year. I really enjoy working with people and the creative aspect in any project. Fast forward 10years and I'm selling advertising for an amazing team here at Todays Northumberland.

Pete Fisher - Editorial

Email:editor@todaysnorthumberland.ca

Cell - 905-373-2895

Pete, born and raised in Cobourg, has been a photojournalist for over 30-years and has been honoured to win numerous awards locally and nationally for photography and writing over the years. Best-selling author for the book Highway of Heroes - True PatriotLove.

Jim Corkery - I.T. consultant

Having always lived within Northumberland County, Jim brings the community minded approach to solving tech problems. Working in the I.T. field all over Northumberland and surrounding areas with a focus on cost effective solutions with second to none customer service. When Today's Northumberland was looking for that truly local service, this connection only made sense.

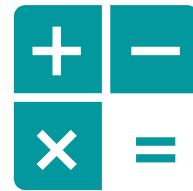
Contributors:

Jeff Gard - Sports

Cecilia Nasmith - Freelance Journalist

Rates

AD LOCATIONS AND MONTHLY RATES



This screenshot shows the homepage of Today's Northumberland with several ad positions marked with teal boxes and labels:

- A1:** Top banner area.
- A2:** Side upper positions on the left sidebar.
- A3:** Side lower positions on the left sidebar.
- A4:** Footer positions at the bottom.

This screenshot shows a news article page on Today's Northumberland with several ad positions marked with teal boxes and labels:

- B1:** Article rotation position above the main article.
- B2:** Article side positions on the right side of the page.
- B3:** Article side position below the main article.
- B4:** Footer positions at the bottom.

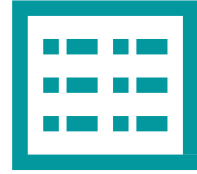
This screenshot shows a directory page on Today's Northumberland with several ad positions marked with teal boxes and labels:

- C1:** Directory side positions on the right side of the page.
- C2:** Directory side positions on the right side of the page.
- C3:** Directory side positions on the right side of the page.
- C4:** Directory side positions on the right side of the page.

Ad Position

- A1 - Top banner rotation - \$400/month
- A2 - Side upper - \$250/month
- A3 - Side lower - \$150/month
- A4 - Footer - \$150/month
- B1 - Article rotation - \$150/month
- B2 - Article side - \$250/month
- C1 - Directory side - \$100/month

Details



SPECS AND TERMS AND CONDITIONS

Ad Specs

- Static ads can be png, gif or jpeg format
- File sizes should not exceed 45kb
- Animated/loop ads are acceptable but must not use distracting effects (strobe etc)
- Animated ads must be provided in gif format
- Designs with white backgrounds should have a border
- Resolution should be 72dpi

Advertising Terms

- Rates are in Canadian funds
- Advertisers are responsible for providing an approved ad. In-house ad design is available for \$45 per ad.
- Rates include a single ad placement. Additional costs may be applied to ads that need to be updated or replaced during the term.
- Unique visitor and page impression numbers are estimates sourced from GoogleAnalytics traffic data
- Interest at 4% per month calculated from the invoice date will be charged on overdue accounts.
- The minimum notice period for cancellation is 15 days unless agreed otherwise. Please send notice of your intention to cancel to the person who made your booking. Cancellation will only be effective on confirmation of receipt of your notice.