

DIGITAL RATE CARD

Providing Full-Service Digital Solutions



**MEDIA
MATTERS®**
i n c o r p o r a t e d


WHO WE ARE - DIGITAL

Media Matters Inc.'s digital opportunities are designed to deliver your message on multiple platforms which deliver the rich experience of Media Matters Inc.'s most read news, opinion and analysis in the Canadian collision repair industry. Enhance your static ad with interactive features that capture the imagination and attention of readers. Speak to your Account Representative for more information and pricing for our Collision Repair daily E-zine, Canadian Auto Recycler's bi-weekly E-zine or ad placement on any of our websites. All print ads repeat in each of our Digital editions.

DIGITAL ADVERTISING OPPORTUNITIES


collisionrepairmag.com

| TYPE | ROTATION | SIZE (Pixels: Width/Height) |
|---|--|--------------------------------|
| Leader board | Every 15 seconds depending on order of ad booked | 728 x 90 |
| Big Box Square | Every 15 seconds depending on order of ad booked | 300 x 250 |
| Body Horizontal Banner | Every 15 seconds depending on order of ad booked | 848 x 100 |
| Featured Rectangle | Every 15 seconds depending on order of ad booked | 263 x 330 |
| Video | Streamed from Youtube link | 263 x 200 |
| Daily E-Zine/Newsletter | Non rotational | 600 x 160 |
| Issued daily to over 9,000 opt-in subscribers | | |




Leader board
(728 x 90)


Big Box Square
(263 x 263)




Body Horizontal Banner
(848 x 100)



Featured Advertiser Rectangle
(263 x 330)



Video
(263 x 250)



E-ZINE DAILY BANNER

The **Collision Repair E-zine** is issued daily to over 9,000 opt-in subscribers. It's the ideal environment to connect with a targeted audience.

DIGITAL SPECIFICATIONS

| FORMAT (JPEG or GIF) | FILE SIZE (80k or less) | LINKS | CONDITIONS |
|---|--|--|---|
| For animated GIF files in the E-Zine, please put the final animation frame first. | Material Deadline Minimum two weeks prior to post. | Please provide specified URL for social destination. | Only one ad per digital display unit. Refresh of creative recommended per three month period. If more than one ad is required, multiple ad units or page domination is available. Page domination rates on request. |

Video Specifications: Upload a video from Youtube. Provide us with a link and brief, clear written description that encourages people to view your ad.