

# SmallFarm CANADA



## Web Advertising Rates

Rate Card no 3. Effective Sept. 2010.

### A Square

150 x 150 pixels

**\$190 / month**

### B Leaderboard

728 x 90 pixels

**\$475 / month**

### C Skyscraper

160 wide x 600 pixels

**\$700 / month**

### Unicast Ads

250 x 250 pixels

250 x 350 wide pixels

**\$950 / month**

The screenshot shows the Small Farm Canada website layout. Three advertising spots are highlighted with red circles and letters: 'A' is a square ad for 'Buying or Selling Farmland' in the left sidebar; 'B' is a horizontal banner ad for 'SMALL FARMS... STORE IT ALL!' at the top right; 'C' is a vertical skyscraper ad for 'Small Farm' on the right side. The website content includes a search bar, 'IN THIS ISSUE' section with an article on alternative energy, 'CURRENT NEWS' section with various farm-related news items, and a 'PRACTICAL CARTOONS EDITORIAL' section. The bottom of the page features a silhouette of a cow and horses in a field.

Recommended Maximum Initial Download Fileweight - 40k

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Ad rates are calculated based on CPM impressions and overall traffic.

CTR calculations are based on total click-throughs on a monthly basis.

Prices are for web-ready material and do not include GST or production.