

# Rate Card

Online advertising for retailers

## Get recognized as your neighbourhood sponsor

**www.TorontoNeighbourhoodGuide.com** is where tech-savvy consumers go to find out everything about Toronto neighbourhoods. From Neighbourhood Real Estate Reports to Neighbourhood Blogs and Polls, to local Neighbourhood News and Upcoming Events, you can find it all on [www.TorontoNeighbourhoodGuide.com](http://www.TorontoNeighbourhoodGuide.com).

**Regional map pages:** Blanket an entire region with a “skyscraper” ad or rotating “box” ad on a regional map search page. There are only 10 of these pages on the site: Old Toronto Downtown, Old Toronto Midtown, Old Toronto North, Old Toronto East, Old Toronto West, North York, Etobicoke, York, East York and Scarborough.

**Neighbourhood pages:** Sponsor the niche neighbourhood where your core target market is, with a “Leader Board” banner, a rotating “box” ad, or a “skyscraper” ad.

It's no wonder Toronto home buyers do their research at [www.TorontoNeighbourhoodGuide.com](http://www.TorontoNeighbourhoodGuide.com)

- Over a thousand neighbourhood photos
- Over a thousand neighbourhood pages
- Original neighbourhood maps
- Greater Toronto Area coverage, including Toronto neighbourhoods and suburbs

Go ahead, **Google** it... We're #1 with search keywords “Toronto neighbourhoods”!  
[www.torontoneighbourhoodguide.com](http://www.torontoneighbourhoodguide.com) gets top positioning on **22** different search engines

More than **40** websites link to [www.TorontoNeighbourhoodGuide.com](http://www.TorontoNeighbourhoodGuide.com)

Approximately **240,000** hits per month  
Approximately **9,500** total visits per month  
Approximately **115,000** visitors per year, from **80** countries

These stats represent monthly averages for March, April and May, 2009. Source: AWStats

**Banner design:** Banner design services are available at an additional cost. Design fee is \$100 per banner. Banners are designed by Greg Carrie. Advertisers will consult directly with Greg about the banner design, and payment will be direct to him. Greg can be reached at [datacalm@sympatico.ca](mailto:datacalm@sympatico.ca).

**Technical specifications:** JPEG, GIF or PNG files accepted. E-mail all ad files to [datacalm@sympatico.ca](mailto:datacalm@sympatico.ca).

**Please note:** Full payment is due upon commencement date of your banner contract.

**Get [www.TorontoNeighbourhoodGuide.com](http://www.TorontoNeighbourhoodGuide.com) working for you! There's ad space to fit your budget and business.**

**Sample ad styles**

**Leader Board style**  
468 pixels x 60 pixels

**Leader Board-style ad**  
*(Available on Neighbourhood inside pages, including Shopping and Recreation)*  
3 months = \$125/mo, 6 months = \$100/mo, 12 months = \$75/mo

**Box style**  
180 pixels x 150 pixels

**Rotating box-style ad**  
*(Available on regional map search page)*  
3 months = \$250/mo, 6 months = \$200/mo, 12 months = \$150/mo  
*(Available on Neighbourhood main page)*  
3 months = \$100/mo, 6 months = \$75/mo, 12 months = \$50/mo  
*(Available on Neighbourhood inside pages, including Shopping and Recreation)*  
3 months = \$75/mo, 6 months = \$50/mo, 12 months = \$25/mo

**Skyscraper style**  
120 pixels x 600 pixels

**Skyscraper-style ad**  
*(Available on regional map search page)*  
3 months = \$400/mo, 6 months = \$300/mo, 12 months = \$200/mo  
*(Available on Neighbourhood main page)*  
3 months = \$150/mo, 6 months = \$125/mo, 12 months = \$100/mo  
*(Available on Neighbourhood inside pages, including Shopping and Recreation)*  
3 months = \$125/mo, 6 months = \$100/mo, 12 months = \$75/mo

Banners are not shown to actual size.

To get started, simply contact:

**David Dunkelman**  
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