



"We'll get you SO...Outdoors!"

# Sleeping Dog Marketing

## 2008 Advertising Rate Sheet

### Banner Advertising

Our **standard banner** size is **100 X 650** with a preferred graphics size of between 100 h x 100 w and 100 h x 150 w pixels. This allows plenty of room for you to provide text specific to the section(s) where your ad will appear.



### Cost per Ad

<b>Standard</b> 100 x 650 horizontal banner:	<b>\$41.67 per month</b> (six month minimum placement)
<b>Vertical tower</b> ads (max. 200 w x 400 h):	<b>\$41.67 per month</b> (six month minimum placement)
<b>Square Logo</b> Ad (125 x 125 Pixels):	<b>\$16.67 per month</b> (six month minimum placement)
<b>Rectangle Logo</b> Ad (125 x 250 Pixels):	<b>\$25.00 per month</b> (six month minimum placement)
<b>Link Advertising</b> (25 x 230 pixels) button:	<b>\$ 6.00 per month</b> (six month minimum placement)

### Page Sponsors (leader board)

Huge 100 x 900 pixels (maximum) **\$100.00 per month** (1month minimum placement)

### Section Sponsors

Your ad replaces our 175pixel x 650 pixel scrolling photo banner on each page of the sponsored section.

**Maximum Exposure Ad:** **\$200.0 per month** (six month minimum placement)



10 Sugar Maple St., Kitchener, Ontario N2N 1X5  
Phone: (519) 342-4943 Email: [sleepingdog@rogers.com](mailto:sleepingdog@rogers.com)



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# Sleeping Dog Marketing

## Sponsored Blog Posts

You can post an article on one of our blogs that is activity related, regional, or product related.

Cost per post (max. 500 words)

**\$25.00 per post** if you provide the content

**\$50.00 per post** if you would like us to write the content

## Additional Information

- Our standard 650 x 100 banner will be posted on the page(s) of your choice. There is no limit, provided you have the appropriate content on your site to link to.
- If you are purchasing our standard ad you can provide appropriate text related to the section where your ad will appear.
- Section sponsor ads and page sponsor ads must be received scaled to fit the dimensions shown above.
- All ads are reviewed for appropriate content and we reserve the right to refuse ads at our discretion.
- We will not accept ads that link to sites or pages that we deem to be inappropriate.

## Payment Terms

Unless other arrangements have been made payment is due on receipt of invoice. Cheques should be made payable to Sleeping Dog Marketing. Late payment will result in the removal of your ad until payment is received.

## Ad Submission

Please complete the insertion sheet and mail it to the address below or email a scanned copy along with your graphics to [lfriedenburg@rogers.com](mailto:lfriedenburg@rogers.com). Please include the text you would like to appear on your banner (if appropriate). Text may vary to fit the theme of the section(s) where you want your ad to appear.