



## Reach customers where they are with digital advertising – and also get these extra benefits

- Digital ads are more affordable than print.
- Faster turnaround time means digital reaches audiences sooner, which is great when you need your ads to go public tomorrow – or, like, yesterday.
- Most digital ads can be changed or updated upon request.
- Online audiences are on average younger and more tech savvy than print-only audiences, which may perhaps match your target demographic.
- Audience responses to digital ads are trackable and quantifiable.
- Digital ads can include engaging video, audio and slideshows not available in print.

## Online classifieds including career ads

Online-only classifieds are \$2 per word for 60 days. Or consider our full digital-only package for graphic display ads which includes e-newsletters and website banner ads.

## Digital advertising

Unique visitors to FaithToday.ca

**9,500 per issue**

Unique subscribers who read in our online library

**1,500 per issue**

E-newsletters sent twice per month

**3,750 opened**

and 366 clickthroughs per message (6,750 delivered)

Unique subscribers who read via our app

**300 per issue**

### Two month digital-only ad package: **\$850**

Get prominent exposure in our e-newsletter and across multiple websites

#### BASIC PACKAGE LOCATIONS

**1. Homepage & online library:**

**728w x 90h leaderboards and 320w x 50h app footer**

Appear midpage on FaithToday.ca homepage and top of page above the most recent online library issue for subscribers at Digital.FaithToday.ca.

**2. Inner website pages: 240w x 400h ads**

Appear top right on more than a dozen FaithToday.ca/Articles pages adjacent to the most recent articles in various categories.

**3. FT Update: 210w x 210h ads (or 420h if space permits)**

Faith Today's e-newsletter is sent twice a month to 6,750 readers. Subscribe at FaithToday.ca/Newsletter.

#### Optional additions, no extra cost

**1. Video ad**

We can frame your YouTube video in a specific article on both our main site (l.faithtoday.ca/MainSiteVideo) and our library site (l.faithtoday.ca/LibraryVideo). Or we can upload video onto our own servers using JWPlayer technology, which, like YouTube, can include Closed Captioning.

**2. Static ad in specific article**

We can place your static ad in a specific article on our library site FaithToday.ca/Digital and also, if the article is one of those selected to appear there, at our main site FaithToday.ca. Flexible sizes, recommended around 500w x 500h or horizontal 600w x 300h.

**3. French advertising**

We're developing a French-language e-newsletter called *Actions évangéliques* which can accommodate 210w x 210h ads (or 420h if space permits). It will go out once every two months (total 6 per year).

Reach advertising manager **Brian Shephard** at either **705-222-5025** or **ads@faithtoday.ca**.