



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. Online and on app:

728w x 90h and 320w x 50h

Appear above or below every article on the web and in our app. Also in the middle of our homepage.

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. Email newsletters: 210w x 210h ads

We send e-newsletters containing advertisements twice a month, to 6,750 *Faith Today* readers and 2,000 readers of *Love Is Moving: Canada's Christian Young Adults Magazine*. Subscribe at FaithToday.ca/Newsletter and at LovelsMoving.ca/Subscribe. Double-height newsletter ads may be available upon request if space permits.

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).

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 our advertising team at **905-479-5885 ext. 241** or ads@faithtoday.ca