

SmallFarm CANADA



Web Advertising Retail Rates 2010

Rate Card no 2. Effective March 2010.

A Square

150 x 150 pixels

\$185 / month

B Leaderboard

728 x 90 pixels

\$460 / month

C Skyscraper

160 wide x 600 pixels

\$680 / month

Unicast Ads

250 x 250 pixels

250 x 350 wide pixels

\$920 / month

Recommended Maximum Initial Download Fileweight - 40k

Tel: 250.478.3975 • Fax: 250.478.3979

Toll free: 1.866.260.7985

Email: ads@smallfarmcanada.ca

Small Farm Canada, 4623 William Head Road, Victoria, BC, V9C 3Y7

Small Farm Canada is published by Southern Tip Publishing, Inc.

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.