

# DIGITAL RATE CARD 2017

Providing Full-Service Digital Solutions



**MEDIA  
MATTERS**<sup>®</sup>  
i n c o r p o r a t e d


## WHO WE ARE - DIGITAL

Media Matters Inc.'s digital opportunities are designed to deliver your message on multiple platforms which deliver the rich experience of Media Matters Inc.'s most read news, opinion and analysis in the Canadian collision repair industry. Enhance your static ad with interactive features that capture the imagination and attention of readers. Speak to your Account Representative for more information and pricing for our Collision Repair daily E-zine, Canadian Auto Recycler's bi-weekly E-zine or ad placement on any of our websites. All print ads repeat in each of our Digital editions.

## DIGITAL ADVERTISING OPPORTUNITIES


collisionrepairmag.com

TYPE	ROTATION	SIZE (Pixels: Width/Height)
Leader board	Every 15 seconds depending on order of ad booked	728 x 90
Big Box Square	Every 15 seconds depending on order of ad booked	300 x 250
Body Horizontal Banner	Every 15 seconds depending on order of ad booked	848 x 100
Featured Rectangle	Every 15 seconds depending on order of ad booked	263 x 200
Video	Streamed from Youtube link	263 x 200
Daily E-Zine/Newsletter	Non rotational	600 x 160
Issued daily to over 9,000 opt-in subscribers		




**Leader board**  
(728 x 90)


**Big Box Square**  
(263 x 263)




**Body Horizontal Banner**  
(848 x 100)



**Featured Advertiser Rectangle**  
(263 x 330)



**Video**  
(263 x 250)



### E-ZINE DAILY BANNER

The **Collision Repair E-zine** is issued daily to over 9,000 opt-in subscribers. It's the ideal environment to connect with a targeted audience.

### DIGITAL SPECIFICATIONS

FORMAT (JPEG or GIF)	FILE SIZE (80k or less)	LINKS	CONDITIONS
For animated GIF files in the E-Zine, please put the final animation frame first.	<b>Material Deadline</b> Minimum two weeks prior to post.	Please provide specified URL for social destination.	Only one ad per digital display unit. Refresh of creative recommended per three month period. If more than one ad is required, multiple ad units or page domination is available. Page domination rates on request.

**Video Specifications:** Upload a video from Youtube. Provide us with a link and brief, clear written description that encourages people to view your ad.