
MORTGAGE
BROKERNEWS.ca

committed to Mortgage and finance news, opinions & analysis

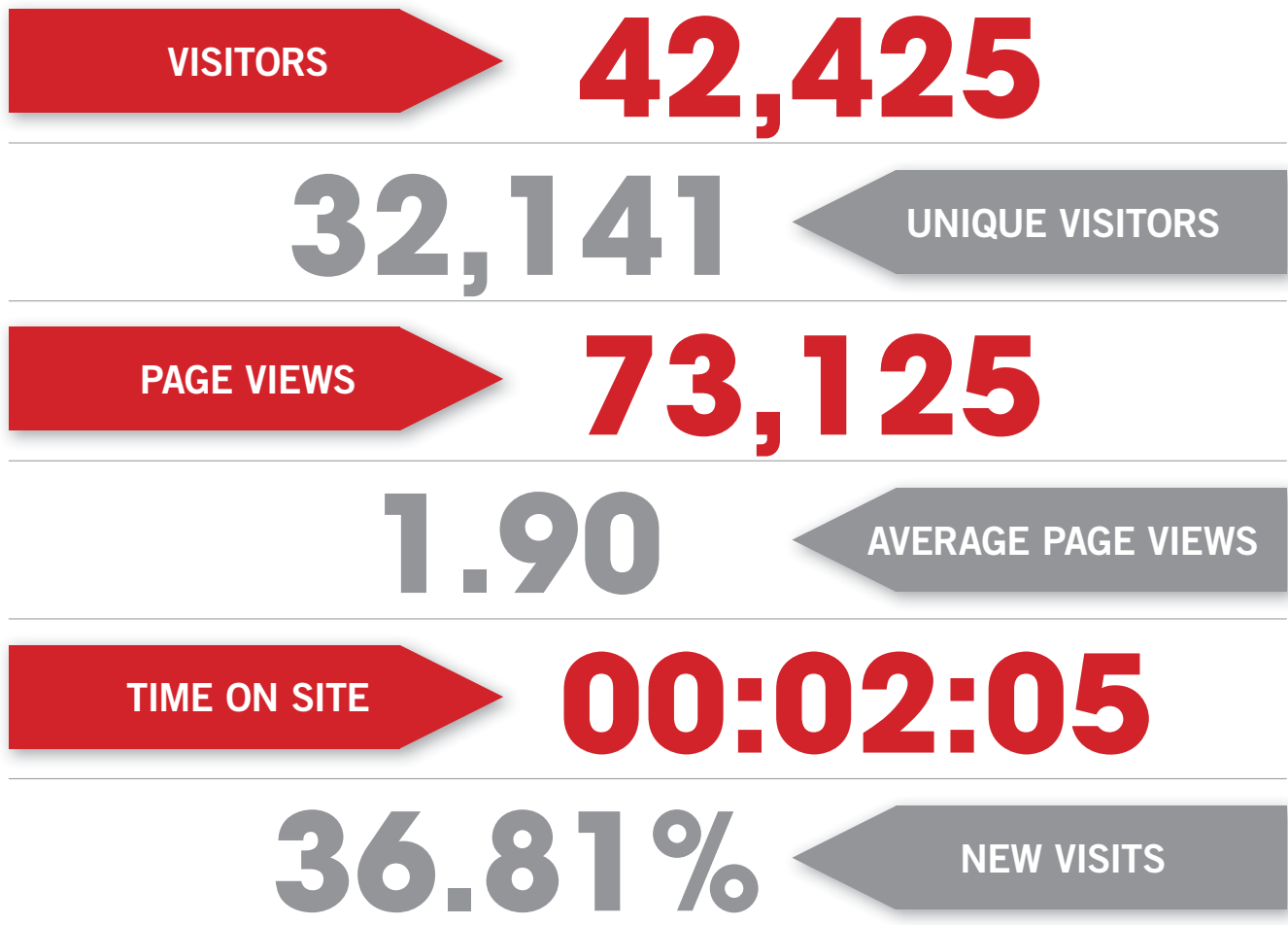
ONLINE MEDIA KIT 2012

MBN ONLINE

MBN Online is free information resource for all mortgage professionals and related industry's. Combining up to the minute daily breaking news (domestic and international markets), industry forums, and innovative multi-media pieces make MBN Online the perfect support vehicle for any company looking to market their products to Mortgage & Finance professionals.



- Daily breaking news from CMP experienced journalists
- In depth profiles, features and industry talk
- Interactive online forum to share your comments
- Online broker polls on industry topics
- Targeted and qualified audience
- Special industry reports
- Regular coverage of industry topics on Brokernews TV



www.mortgagebrokernews.ca

The essential online news source for mortgage brokers and industry professionals

Google Analytics – Website Statistics

Unique visitors 35,859

Page views 65,485

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Rates per month			Size	1x	3x	6x	12x
1	Leaderboard Across 100% of all pages	*SOV 33.3%	728w x 90h	\$3,250	\$3,087	\$3,006	\$2,843
2	Skyscraper All news pages	*SOV 33.3%	160w x 600h	\$1,800	\$2,653	\$2,543	\$2,406
3	The Slider Homepage 5 second animation		650w x 250h	\$2,267	\$2,173	\$2,056	\$1,800
4	Medium rectangle Homepage and all news pages	*SOV 33.3%	300w x 250h	\$2,653	\$2,543	\$2,406	\$1,850
4	Medium rectangle All TV, forum, e-mag pages	*SOV 33.3%	300w x 250h	\$2,653	\$2,543	\$2,406	\$1,850
5	Banner A & B Home page only		468w x 60h	\$1,800	\$1,092	\$1,063	\$1,006
5	Banner A & B All news article pages	*SOV 33.3%	468w x 60h	\$1,800	\$1,688	\$1,618	\$1,531
6	Half Banner Homepage and all news pages		300w x 100h **rotates	\$1,800	\$1,881	\$1,803	\$1,706
6	Half Banner All TV, forum, e-mag pages		300w x 100h **rotates	\$1,800	\$1,688	\$1,618	\$1,531
7	Mini Tower All news pages		160w x 300h	\$2,353	\$2,153	\$2,003	\$1,850
8	Online Tab Home page		300w x 100h	\$1,550	\$1,400	\$1,300	\$1,100

*Share of Voice **Rotates randomly each time the page is refreshed Max file size: 29kb

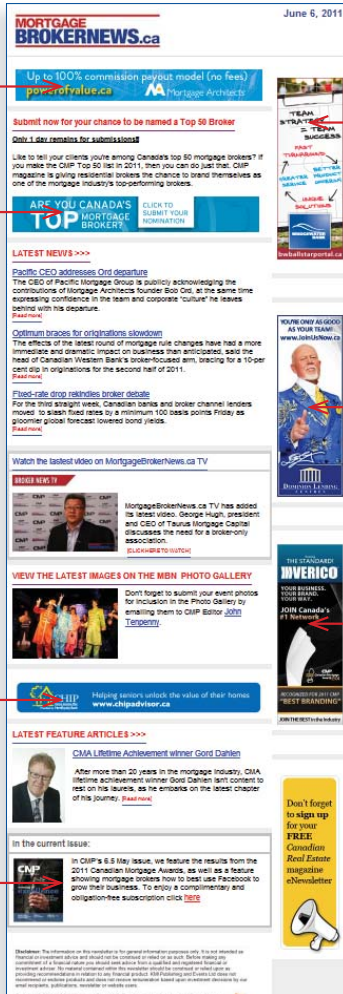
All rates exclude GST/HST

MBN ONLINE E-NEWSLETTER

Delivered to over 9,300 industry professionals 5 times a week. MBN online e-newsletter is a high cost effective method to place your brand or call to action in front of key group of decision makers. The daily delivery of the e-news letter ensures tailored and timely brand reinforcement with each e-newsletter.

Circulation

9,300



- **Delivered direct** to over 9,300 industry professionals 4 times a week
- **Informative:** Up to date industry news as it happens
- **Convenient:** Delivered straight to the subscribers inbox
- **Timely:** Industry news in real-time delivery each week day
- **Cost effective** online exposure and measurable results

Advertising rates		Frequency per 3 months			
Position	Size	3X	6X	9X	12X
A	Banner 468 x 60 pixels	\$1,800	\$1,650	\$1,450	\$1,250
B	Banner 468 x 60 pixels	\$1,800	\$1,650	\$1,450	\$1,250
C	Banner 468 x 60 pixels	\$1,800	\$1,650	\$1,450	\$1,250
D	Banner 468 x 60 pixels	\$1,800	\$1,650	\$1,450	\$1,250
E	Tower 125 x 345 pixels	\$1,800	\$1,650	\$1,450	\$1,250
F	Tower 125 x 345 pixels	\$1,800	\$1,650	\$1,450	\$1,250
G	Tower0 125 x 345 pixels	\$1,800	\$1,650	\$1,450	\$1,250

File types: JPEG only Max file size: 29kb All rates exclude GST/HST

ONLINE TECHNICAL SPECIFICATIONS

- All must be 29kb or under.
- Click-through url link should be provided also. Please do not embed the url within the file.
- Files may be submitted as jpg or gifs.
- Gifs can be rotating.
- If providing a swf please supply a backup gif or jpg as well. This will be displayed when a

- viewer does not have Flash Player installed or the minimum required required Flash Player version (we recommend setting this to v9 or below).
- Flash must have the following ActionScript to ensure correct click-through and tracking:
- on (release) {getURL (_level0.clickTag, "_blank"); }

MBN ONLINE TV

Premium Sponsorship Opportunities



- Video Sponsorship Includes:**
- 8-10 second pre-roll video on all 2012 posted videos
 - Logo included on e-newsletter promoting video
 - Ownership off all online Ads under the video section
 - Exclusive sponsorship of Video section
- Cost: \$5000 per month**



OUR GOAL

Providing readers with quality content and clients with real and effective marketing solutions

This isn't about perception, this is about delivering results

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Mortgage
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Awards **2012**



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