

# ALBERTA VENTURE

Online Media Kit

**ALBERTAVENTURE.COM**

## **Your Digital Connection to Alberta's Business Community**

**CONNECT** with Albertan business people; the wealthiest demographic in Canada

**UTILIZE** our creative options to maximize your impact when targeting new prospects

**SUCCEED** and reap the rewards of integrated digital marketing

**Publishing and Sales Office**  
T (780) 990-0819  
F (780) 452-7588  
E [sales@albertaventure.com](mailto:sales@albertaventure.com)

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Find out more at  
**[advertisewithventure.com](http://advertisewithventure.com)**

**ALBERTAVENTURE.COM**

YOUR DIGITAL CONNECTION TO ALBERTA'S BUSINESS COMMUNITY

**For the past 15 years,** *Alberta Venture* has been providing Albertan business decision-makers with the best source of business insight in the province. Online, AlbertVenture.com provides the same level of insight and engagement to a tech-savvy and connected business audience. Explore how we can bring you new business prospects, fulfill your branding goals, or raise interest in your business through creative and cost effective advertising options.

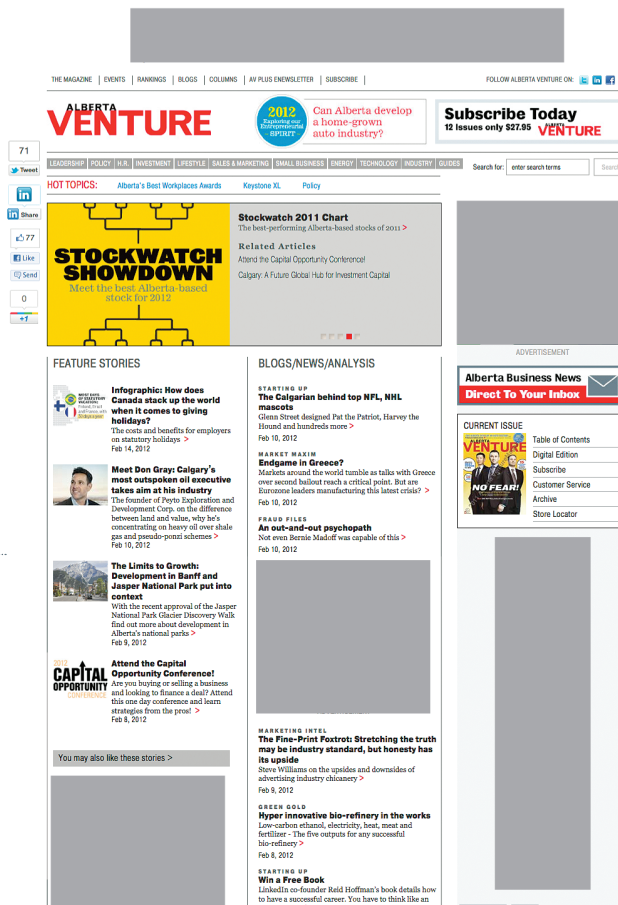
Connect with Alberta's Business Community through specific industry sponsorship

Integrate your campaign – ask about print, event, and custom options

Make an impact with creative options like expanding, flash, or geo-targeted ads

Connect with our e-newsletter subscribers up to four times a month!

Measure your impact and gain new leads



## Key Monthly Site Metrics AS OF FEBRUARY 1ST 2012

**UNIQUE VISITORS**  
35,000

**VISITS**  
95,000

**AVAILABLE AD IMPRESSIONS:**  
300,000-400,000

**6 MONTH TRAFFIC GROWTH**  
(AUGUST '11 - JANUARY '12) - 30%

**MOBILE TRAFFIC -**  
10% OF TOTAL

**E-NEWSLETTER SUBSCRIBERS:**  
5,500

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## ALBERTAVENTURE.COM

YOUR DIGITAL CONNECTION TO ALBERTA'S BUSINESS COMMUNITY

**We can offer your company** a range of cutting edge and effective online options to connect you with Albertan business people. Our readers are experienced business professionals and they're looking for companies that can help maximize their business success.

### CASE STUDY: ATB FINANCIAL AND INTEGRATED CAMPAIGNS

**ATB CAME TO US WITH A REQUEST:** they wanted to dominate Alberta's 2011 Small Business Week. By combining print, online, and mobile products, *Alberta Venture* created a multi-tiered advertising package that interacted with small business owners from across the province over a 6 month period. We produced a small business microsite, an online survey, a business tip-of-the-day mobile app, and ran a two-month online contest. Notable online deliverables include 17,000 site visits to the ATB sponsored microsite in 3 months, more than 800 qualified email contacts gathered, and integration with 15 e-newsletters.

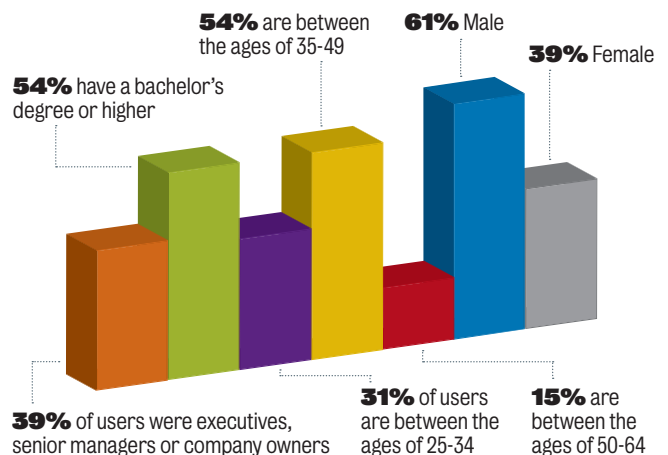
### CASE STUDY: CANADIAN WESTERN BANK – BUSINESS CONDITIONS SURVEY

**IN THIS INTEGRATED CAMPAIGN,** we combined a province-wide online survey of executives with two exclusive events, extensive web advertising, and print ads to showcase CWB's forward-thinking brand. The events were hosted in Edmonton and Calgary and featured executives from Stantec, Alberta Chamber of Resources, the U of C and more. CWB achieved a highly effective connection with our online reader's thanks to use of a site skin, run-of-site banner take-over, and content sponsorship for three months in the fall.

### CASE STUDY: CHARTERED ACCOUNTANTS OF ALBERTA – ONLINE POLL AND CONTEST

**IN CONJUNCTION WITH THEIR** sponsorship of our Business Person of the Year event, the CA's wanted to explore a creative online brand extension. We created a Business Person of the Year microsite which featured CA advertising exclusivity and an online poll. Over a two month period, +5,000 online users voted for the top Albertan business person of the last 100 years. By combining online interactivity with sponsorship of a popular editorial feature and event, the CAs connected effectively with multiple market segments.

### A RECENT USER SURVEY ON ALBERTAVENTURE.COM INDICATED THAT:



### Get Social!



Interested in connecting with our social media audience? Ask your account executive how we can introduce our audience to your business through content sponsorships, custom online programs, or event sponsorships. We can leverage our audience for your marketing goals.

### SOCIAL MEDIA REACH AS OF FEBRUARY 2012

**TWITTER (MULTIPLE ACCOUNTS): +7,000**  
**LINKED IN: 550**  
**FACEBOOK: 315**

### Custom Solutions

#### Interested in standing out from the crowd?

We will work with your business to create a seamless and custom digital solution to achieve your marketing goals. Some examples include custom podcasts, online advertorial, video advertising, blog sponsorships, mobile app creation and more! We'll use our industry insight and creativity to bring you business prospects in a cost effective and creative manner.

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## TARGET YOUR AUDIENCE

By using our advanced targeting options, you can select the type of user you want to interact with based on their location, interest, or site visiting frequency.

- **Content Sponsorships** – Connect with qualified prospects by filtering readers by the content they're interested in. Sponsor a specific content category and align your brand with your choice of industry. Sponsorship includes: logo placement atop all category articles and leaderboard, big box, and skyscraper ad positions.
- **E-Newsletter Ads** – Target our weekly e-newsletter subscribers and reach them in their inbox +5,500 subscribers and growing
- **Third Party E-Blasts** – Your targeted advertising message delivered directly to the emails of more than 4,400 *Alberta Venture* e-blast subscribers.
- **Frequency Capping** – Extend the life of your campaign by limiting your impressions per day or maximize your exposure over a short period by maximizing the impressions per day.
- **Geo-targeting** – Only interested in visitors from select cities? No problem. Use geo-targeting to connect with the jurisdictions that matter to you. Note: the majority of our traffic comes from Alberta.

## RATE CARD

CREATIVE FORMAT	DIMENSIONS	NET CPM	EXPANDING CREATIVE (+15%)*	VOLUME DISCOUNT	DISCOUNT
Leaderboard	728 x 90	\$40	728x360	\$0 - \$4,999	0%
Super Leaderboard	970 x 90	\$45	960x360	\$5,000 - \$9,999	5%
Big Box	300 x 250	\$35	600x250	\$10,000 - \$24,999	10%
Skyscraper	160 x 600	\$35	300 x 600	\$25,000 - \$49,999	15%
Half-Page	300 x 600	\$50	n/a	\$50,000 - \$99,999	20%
Site Skin	See Specs	\$150	n/a	\$100,000	25%
Top Layer/Floating Ad	Variable	\$50	n/a		
Interstitials	Variable	\$70	n/a		
Run of Site (with skin, leaderboard, big box, sky scraper)	See Specs	\$260	By postion		
Run of Site (without skin)	See Specs	\$110	By postion		
Rising Stars Display Ads	See your Account Executive				

### Conditions

**DIGITAL MATERIAL DEADLINES** – due a minimum of 6 days before launch

**FOR COMPLETE ONLINE SPECIFICATIONS** go to [advertisewithventure.com/AVOnlinespecs](http://advertisewithventure.com/AVOnlinespecs)

**ALL SIZES AND SPECIFICATIONS** must conform to current Interactive Advertising Bureau of Canada Standards

**RATES QUOTED IN NET DOLLARS** unless otherwise specified

**MINIMUM CAMPAIGN SPEND** – \$500

**CANCELLATIONS** – Cancellations may be subject to a 20% fee

TARGETING OPTIONS	DIMENSIONS	PRICE
GeoTargeting	n/a	15% surcharge
Frequency Capping	n/a	15% surcharge
Content Sponsorships	n/a	1200/month
E-Newsletter Leaderboard*	728 x 90	\$50 CPM
E-Newsletter Top Big Box*	300 x 250	\$50 CPM
E-Newsletter Bottom Big Box*	300 x 250	\$40 CPM
E-Blasts*	See Specs	\$120 CPM

\*E-newsletter and E-blast buys must include entirety of subscriber list. E-newsletters go out on Mondays and E-blasts go out Thursdays.

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