



exclaim.ca

RATE CARD



LEADERBOARD BANNER
728 x 90 pixels

BIG BOX
300 x 250 pixels

SKYSCRAPER
160 x 600 pixels

SMALL BOX
150 x 150 pixels

EXCLAIM.CA USER PROFILE

Urban. Well-educated. Music and Popular Culture Fans. Male/Female: **55% / 45%**

AGE BREAKDOWN

18-34: **83%**

EXCLAIM.CA TRAFFIC

336,000 Unique Visits/ month.
(source: March 2012 Double Click DFP site report)

EXCLAIM.CA ADVERTISING RATES

Leaderboard: **\$25 CPM** Big Box: **\$25 CPM**
Skyscraper: **\$25 CPM** Small Box: **\$1000/month**

For all online ad units **Max File Size:** 40k for Gif, Gif 89a, Jpeg files. 40k for Flash / Dynamic / Rich Media files. Larger file sizes will be charged accordingly. For .swf files, export in Flash version 5 or 6, no higher. For .swf files **link may not be embedded** Use getUrl action script variable “_level0.clickTag.” Here’s an example of how the action script might look:

```
on(release){
    getURL(_level0.clickTag, "_blank");
}
```

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