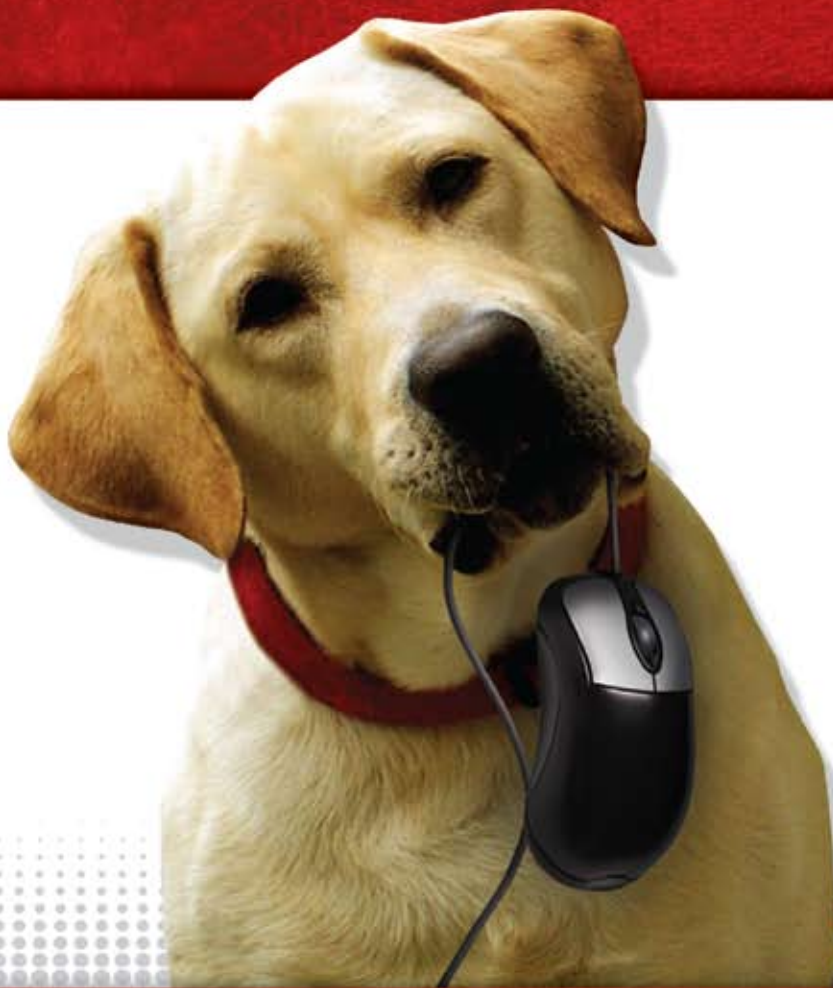


Fetching the news

will never
be the same.



Online
Incentive Program



www.EMCOnline.ca

EMC
Your Community Online

Online Advertising Rates and Specifications

Minimum 6 month commitment	Leaderboard 728x90 pixels	Medium Rectangle 300 x 250 pixels	Button 120 x 90 pixels	3:1 Rectangle 300 x 100 pixels
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# of Sites	Leaderboard	Medium Rectangle	Button	3:1 Rectangle
1	\$80.00	\$75.00	\$70.00	\$50.00
2	\$75.00	\$70.00	\$65.00	\$45.00
3	\$71.00	\$63.00	\$59.00	\$40.00
4	\$64.00	\$55.00	\$49.00	\$35.00
5	\$58.00	\$49.00	\$42.00	\$31.00
6	\$52.00	\$44.00	\$37.00	\$28.00
7	\$47.00	\$40.00	\$33.50	\$26.00
8	\$42.50	\$36.50	\$30.50	\$24.00
9	\$38.50	\$33.00	\$27.50	\$22.00
10+	\$35.00	\$30.00	\$25.00	\$20.00

- Rates are per month, per site, based on a minimum 6 month commitment. Rates quoted are net.
- Initial download rate for Leaderboard and Rectangles is 40k and 20k for Buttons. Animation length: 15
- Files should be provided in JPEG format. Quotes for Rich Media applications available upon request.
- Locations are non-exclusive with several advertisers appearing in rotation. All locations are run of site.
- A month represents 28 consecutive days.

BONUS

Receive a complimentary 1/8th page advertisement in each corresponding EMC print edition when you commit to a 6-month EMConline.ca program.

Receive a complimentary 1/4 page advertisement in each corresponding EMC print edition when you commit to a 12-month program.

IMPRESSIONS

Since May 1, 2009, www.EMConline.ca has had **over 3,857,619 impressions!**

1,659,284 views of your online advertising per



Our 21 community sites:

- EMCPerth.ca
- EMCKemptville.ca
- EMCSmithsFalls.ca
- EMCAlmonteCarletonPlace.ca
- EMCStLawrence.ca
- EMCKanata.ca
- EMCStittsvilleRichmond.ca
- EMCArnPrior.ca
- EMCWestCarleton.ca
- EMCOttawaSouth.ca
- EMCOttawaWest.ca
- EMCNepeanBarrhaven.ca
- EMCOttawaEast.ca
- EMCOrleans.ca
- EMCKingston.ca
- EMCFrontenac.ca
- EMCBelleville.ca
- EMCQuinteWest.ca
- EMCNortheast.ca
- EMCNorthwest.ca
- EMCManotickWinchester.ca

The Benefits of Advertising on EMOnline.ca

- ✓ Associate your brand and company with your community's number one source of local news and information.
- ✓ Extend your reach and maximize the effectiveness of your EMC advertising across multiple platforms.
- ✓ Trust in credible Advertiser Analytics via Google Ad Manager.
- ✓ EMC is a member of the Interactive Advertising Bureau of Canada.
- ✓ Internet's share of media time has grown from 14% in 2001 to 23% in 2007.
- ✓ The internet is the number two reach medium for 18 to 34 year olds.
- ✓ The Internet has become number one in time spent for adults 18-35, having overtaken TV.
- ✓ The Internet's reach of adults over 55 years of age has grown by 88% since 2000.
- ✓ The gap between men and women time spent with Internet usage has narrowed, with the Internet now accounting for about one-fifth of women's time spent with all media (21%).
- ✓ The Internet will be the number one media source for most consumers eight years from now.
- ✓ The Internet is "Imperative" in your media mix.
(Source: NADbank'07 and IAB Canada's Canadian Media Usage Scores)



EMC

Your Community Online

**For further information
on EMOnline.ca please
contact your EMC
Advertising Representative
or visit the website:
EMOnline.ca**

EMC
Your Community Newspaper