

# Webvertising

## AD NETWORKS



### www.casalemedia.com

**Company Name:**  
Casale Media Inc.  
**Parent Company:**  
Casale Media Inc.

**Address:**  
74 Wingold Ave.  
Toronto, ON  
M6B 1P5

**Tel:** 416-785-5908  
**Fax:** 416-785-5689  
**Toll-free:** 1-888-227-2539  
**Contact:** Victor Amorim,  
victor.amorim@casalemedia.com

Traffic	Website Profile	User Profile	Ad Rates	Inventory
<p><b>Unique Visitors:</b> 20,902,000/Month</p> <p><b>Page Views:</b> 5,191,000,000/ Month</p>	<p>Casale Media's MediaNet is Canada's largest independently owned advertising network, reaching more than 85% of the Canadian digital audience. Founded and headquartered in Toronto, we proudly provide advertisers with more coverage of Canadian content than any other network. In addition to our coverage across more than 3,000 widely recognized premium properties, we are also the exclusive Canadian sales agent for some of the Web's hottest destinations including eBay.ca, iVillage, NBC Sports and Access Hollywood.</p>	<p>MediaNet® provides brands with scalable reach to every major demographic segment online through its 19 core consumer verticals and 80 content channels; MediaNet skews highest to adults 18+ with online buying power.</p>	<p>Casale Media Accepts banners, towers, rectangles, overlays; in-banner video/expandable rich media; over 1 billion ads delivered daily. To inquire about rates, volumes and how to advertise with us, please call 416-785-5908.</p>	<ul style="list-style-type: none"> <li>• Banner Ads</li> <li>• Rich Media</li> <li>• Sponsorships</li> <li>• Tower Ads</li> <li>• Video</li> </ul> <p><b>Tech Specs</b></p> <p>Casale Media accepts the following ad units: 728x90, 120x600, 300x250, 336x280. Please visit <a href="http://www.casalemedia.com/ad_specifications">www.casalemedia.com/ad_specifications</a> for more detail.</p>

Member of the IAB  
comScore Media  
Metrix, July 2010

### www.globeandmail.com



**Company Name:**  
The Globe and Mail  
**Parent Company:**  
CTVglobemedia  
Publishing Inc.

**Address:**  
444 Front Street West  
Toronto, ON  
M5V 2S9

**Contact:**  
Jo-Anne Johnson, Sr. National  
Sales Manager, Canada, USA  
and Europe:  
jajohnson@globeandmail.com  
**Tel:** 416-585-5000

Traffic	Website Profile	User Profile	Ad Rates	Inventory
<p><b>Unique Visitors:</b> 3,315,000/Month</p> <p><b>Page Views:</b> 92,000,000/Month</p> <p><b>Average Visit Length:</b> 26.7 minutes</p>	<p>The Globe's digital network is Canada's #1 online newspaper destination, delivering breaking and business news, sports, auto and lifestyle content. It encompasses our flagship newspaper website, Globeandmail.com, along with a variety of individual content areas, such as Business, Investing, Sports, Life and Auto. While these sites correspond to their newspaper counterparts, they're enhanced with interactive features and utility -- enabling reader commenting, blog pages, podcasts, and live streaming video, to name a few of the features to engage readers. Our Globeinvestor.com site offers a wealth of financial reporting and investing tools, along with some unique enhancements created from time to time in partnership with sponsor advertisers. In addition, our ultra-engaged readers have the option of registering for globeinvestorgold.com, which provides access to additional Globe and Mail content and databases, and features such as past newspaper page pdfs and articles.</p>	<p>We understand that advertising is as much an art as a science, so we spend a great deal of time quantifying our reach, our audience and advertising effectiveness -- both in our print and online products. Ask any media expert about The Globe and Mail and they will tell you a brand benefits far more from advertising within our products than the numbers initially suggest. Here's why:</p> <ul style="list-style-type: none"> <li>• Your brand's message is reinforced by real life opinion-makers who buy into your brand as a result of the relationship you develop with them through us;</li> <li>• Your brand's ads help to fuel our readers' aspirations, while you reach an audience who has the income to act on your offerings, and;</li> <li>• Your brand borrows from the credibility we have established as Canada's most decorated newspaper, with 125 National Newspaper Awards, since the awards were established in 1949.</li> </ul>	<p>We offer a full range of IAB compliant advertising formats, from simple banners and buttons to dynamic Flash animated, video-based, expanding and floating ad placements. Our online production team is committed to working with you to successfully implement any creative campaign. Our goal is to present your brand's message in the most compelling and memorable way. Visit <a href="http://www.globelink.ca/digital/adformats">www.globelink.ca/digital/adformats</a> for further details, or contact your sales rep.</p>	<ul style="list-style-type: none"> <li>• Animation</li> <li>• Audio</li> <li>• Banner Ads</li> <li>• Button Ads</li> <li>• Co-branding</li> <li>• Content Integration</li> <li>• Contests</li> <li>• Email Marketing</li> <li>• E-Newsletter Sponsorship</li> <li>• Interstitials</li> <li>• Micro Sites</li> <li>• Research</li> <li>• Rich Media</li> <li>• Sponsorships</li> <li>• Text Links</li> <li>• Tower Ads</li> <li>• Video</li> </ul> <p><b>Tech Specs</b></p> <p>For advertising specifications, please visit <a href="http://globelink.ca/adformats">globelink.ca/adformats</a></p>

## www.gorillanation.com



**Company Name:**  
Gorilla Nation

**Address:**  
69 Yonge Street  
Suite 800  
Toronto, ON  
M5E 1K3

**Tel:** 416-593-3778

**Fax:** 416-599-3778

**Contact:**  
Walder Amaya, VP of Canadian Operations - walder.amaya@gorillanation.com

Traffic	Website Profile	User Profile	Ad Rates	Inventory
<p><b>Unique Visitors:</b> Unduplicated: 15,294,282/Month</p> <p><b>Page Views:</b> 447,802,000/Month</p> <p><b>Average Visit Length:</b> 4.78 minutes</p>	<p>Gorilla Nation is the world's largest online branded sales company, exclusively representing the online branded ad inventory of over 500 premium content sites. GN is focused on selling site-specific, integrated media and promotional programs across its properties on behalf of Fortune 500 brand marketers - marrying message with media. Working closely with its web publisher partners, GN's expertise within 30 select vertical markets provides advertising clients the ability to build high impact, rich media programs across one or more properties to provide superior audience reach, site-specific creative frequency, guaranteed media placements and integration of message to contextually relevant audiences. The company is committed to delivering integrated creative media programs, from concept through execution, and exceptional customer service. Founded in 2001, Gorilla Nation is headquartered in Los Angeles with offices in New York, Chicago, San Francisco, Scottsdale, Toronto, London, Sydney and Melbourne.</p>	<p>Gorilla Nation offers a one-stop advertising solution across a wide selection of content verticals and key demographic segments. Not only offering display media, Gorilla Nation is at the leading edge of content integration and custom creative executions both on a site-specific basis as well as on broad reach scale. With strong partnerships with leading publishers in Film, Male Lifestyle, Women Lifestyle, Kids/Tweens, Gaming, and Video, Gorilla Nation is your key partner in creating scalable, customizable programs to serve your advertising needs.</p>	<p>For information on rates and advertising capabilities, please call 416.593.3778 ext 2142 or contact walder.amaya@gorillanation.com</p>	<ul style="list-style-type: none"> <li>• Banner Ads</li> <li>• Button Ads</li> <li>• Co-branding</li> <li>• Content Integration</li> <li>• Contests</li> <li>• E-Newsletter Sponsorship</li> <li>• Microsites</li> <li>• Video</li> <li>• Rich Media</li> <li>• Sponsorships</li> <li>• Text Links</li> </ul> <p><b>Tech Specs</b></p> <p>Please E-Mail for Technical Specs &amp; Availability</p>

Based on comScore  
Media Metrix, July 2010



## www.suite66.com

**Company Name:**  
Suite 66  
**Parent Company:**  
Rydium Canada Inc.

**Address:** 366 Adelaide  
St. West, Suite 600  
Toronto, ON  
M5V 1R9

**Tel:** 416-628-5565

**Fax:** 416-628-5561

**Toll-free:** 1-866-779-3486

**Contact:** Steve Macfarlane,  
smacfarlane@suite66.com

Traffic	Website Profile	User Profile	Ad Rates	Inventory
<p><b>Unique Visitors:</b> 15,000,000/Month</p>	<p>Suite 66 is Canada's largest independent online sales agency. We provide marketers with advertising opportunities on independently owned and operated Canadian sites and US based sites. The combination of Suite 66 Sites and the Suite 66 Performance Network gives advertisers a wide range of options. Publishers benefit from our proactive sales efforts to communicate the advantages and benefits of their sites.</p>	<p>National reach through key content categories including: automotive, business, education, entertainment, fashion, food, home, kids, lifestyle, news, sports and technology. Visitors to these sites include all demographic targets such as young adults, women 18-34, men 18-34 and adults 25-54. We reach business people, car shoppers, home owners, fashion followers, movie fans, sports fans, kids, students and parents.</p>	<p>Please contact Suite 66 for site specific rates, Performance Network rates and other opportunities including email, sponsorships, and customized solutions.</p>	<ul style="list-style-type: none"> <li>• Banner Ads</li> <li>• Button Ads</li> <li>• Content Integration</li> <li>• Contests</li> <li>• Email Marketing</li> <li>• E-Newsletter Sponsorships</li> <li>• Micro Sites</li> <li>• Rich Media</li> <li>• Sponsorships</li> <li>• Tower Ads</li> <li>• Video</li> </ul> <p><b>Tech Specs</b></p> <p>Standard IAB specifications apply. Please contact Suite 66 for your specific needs.</p>

Member of the IAB



**www.torstardigital.com**

**Company Name:**  
Torstar Digital  
**Parent Company:**  
Torstar Corporation

**Address:**  
590 King St. West  
Toronto, ON  
M5V 1M3

**Tel:** 416-687-5700  
**Fax:** 1-866-473-3921  
**Contact:**  
info@torstardigital.com

Traffic	Website Profile	User Profile	Ad Rates	Inventory
<p><b>Unique Visitors:</b> 16,756,000/Month</p> <p><b>Page Views:</b> 3,775,000/Month</p>	<p>Torstar Digital, a leader in the Canadian digital media landscape, operates a portfolio of leading digital businesses including web development (TOPS), online media properties (including thestar.com and toronto.com), online marketing services (eyeReturn Marketing) and one-stop online advertising sales through Olive Media.</p>	<p>A national reach of highly targeted Canadians. Our audience is comprised of engaged web enthusiasts across multiple interest areas, including sports, autos, technology, entertainment, news, business, and finance.</p>	<p>To inquire about how you can advertise with us, email info@olivemedia.ca</p>	<ul style="list-style-type: none"> <li>• Banner Ads</li> <li>• Button Ads</li> <li>• Co-branding</li> <li>• Content Integration</li> <li>• Contests</li> <li>• E-mail Marketing</li> <li>• E-Newsletter Sponsorship</li> <li>• Rich Media</li> <li>• Special Events</li> <li>• Sponsorships</li> <li>• Tower Ads</li> </ul>

*comScore Media Key Measures Report, Advertising Networks Category, July 2010  
Member of the IAB*

**INFORMATION/ENTERTAINMENT/SEARCH**



A Quebecor Media Company

**www.canoe.ca**

**Company Name:**  
Canoe.ca  
**Parent Company:**  
Quebecor Media Inc.

**Address:**  
333 King Street East  
Toronto, ON  
M5A 3X5

**Tel:** 416-350-6379  
**Fax:** 416-947-2152  
**Contact:**  
Vivian Ip,  
vivian.ip@qmisales.ca

Traffic	Website Profile	User Profile	Ad Rates	Inventory
<p><b>Unique Visitors:</b> 9,400,000/month</p> <p><b>Page Views:</b> 452,000,000/Month</p> <p><b>Average Visit Length:</b> 28.2 minutes/visitor</p>	<p>Canoe is Canada's leading portal to Canadian content, providing news, information, classifieds and entertainment.</p>	<p>Canoe.ca is one of Canada's most viewed networks, attracting 9.4 million unique visitors each month, nationally. Canoe.ca reaches 70% of French Canadian Internet Users monthly.</p>	<p>For more information regarding advertising on the Canoe.ca network, please contact your National Sales Executive, or contact us at info@qmisales.ca (Underline) or 416-350-6379.</p>	<ul style="list-style-type: none"> <li>• Animation</li> <li>• Audio</li> <li>• Banner Ads</li> <li>• Button Ads</li> <li>• Co-branding</li> <li>• Content Integration</li> <li>• Contests</li> <li>• E-Newsletter Sponsorship</li> <li>• Interstitials</li> <li>• Pop-ups</li> <li>• Research</li> <li>• Rich Media</li> <li>• Special Effects</li> <li>• Sponsorships</li> <li>• Text Links</li> <li>• Video</li> </ul>
				<p><b>Tech Specs</b></p> <p>Specifications vary by ad unit, however we can accept most formats.</p>

*Figures are audited (comScore Media Metrix)  
comScore Media Metrix, Key Measures Report, July 2010  
Member of the IAB*

**NEWSPAPERS/MAGAZINES/BOOKS**

**www.eyeweekly.com**

**Company Name:**  
EYE WEEKLY  
**Parent Company:**  
Toronto Star

**Address:**  
1 Yonge St. 2nd Floor  
Toronto, ON  
M5E 1E6

**Contact:**  
Christeen Comeau,  
ccomeau@eyeweekly.com  
**Tel:** 416-933-3433  
**Fax:** 416-933-3484

Traffic	Website Profile	User Profile	Ad Rates	Inventory
<p><b>Unique Visitors:</b> 180,000 Visits/Month 138,000 Uniques/Month</p> <p><b>Page Views:</b> 600,000/Month</p> <p><b>Average Visit Length:</b> 4.20 minutes</p>	<p>Toronto's source of news and entertainment information and commentary.</p>	<p>Toronto's Ultimate urban lifestyle and entertainment guide for urban professionals 18-34.</p>		<ul style="list-style-type: none"> <li>• Banner Ads</li> <li>• Contests</li> <li>• E-Newsletter Sponsorship</li> <li>• Rich Media</li> <li>• Sponsorships</li> </ul> <p><b>Tech Specs</b></p> <p>Please e-mail for technical specs &amp; availability</p>

\* May 2010

**www.metronews.ca/www.journalmetro.com**



**Company Name:**  
Metronews.ca  
**Parent Company:**  
Torstar Corporation

**Address:**  
625 Church St. 6th floor  
Toronto, ON  
M4Y 2G1

**Tel:** 416-486-4900  
**Fax:** 416-486-4035  
**Contact:**  
hailey.benizhak@metronews.ca

Traffic	Website Profile	User Profile	Ad Rates	Inventory
<p><b>Unique Visitors:</b> 585,000/Month</p> <p>1,700,000/Month Page Views on Web, Avg 3 pageviews per visit</p> <p>2,700,000/Month on Mobile, Avg 10 pageviews per visit</p>	<p>Metronews.ca and Journalmetro.com are the news sites of Canada's most read newspaper. They feature updated local and world news, entertainment and lifestyle content for Canada's top 7 markets.</p>	<p>Exhibiting the traits of the Metro brand, our sites aim to target young minded, active, metropolitans (YAM's).</p>	<p>ROS display campaigns, section and home-page takeovers, sponsorships, custom contextual content, microsites, contests, e-newsletters (database of 10,000+), casual games.</p> <p>Contact a sales rep for a customized package.</p>	<ul style="list-style-type: none"> <li>• Banner Ads</li> <li>• Button Ads</li> <li>• Co-branding</li> <li>• Content Integration</li> <li>• Contests</li> <li>• E-Newsletter Sponsorship</li> <li>• Gaming</li> <li>• Micro Sites</li> <li>• Rich media</li> <li>• Sponsorships</li> <li>• Video</li> </ul>

Omniture Site Catalyst and Google Analytics Jan-June 2010 (Web)  
Server Data Jan-June 2010 (Mobile)



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