

AD NETWORKS



www.adconion.com

COMPANY NAME: Adconion Media Group
ADDRESS: 317 Adelaide Street West, Suite 806
TEL: 416-637-4658
FAX: 416-981-8765
PARENT COMPANY: Adconion Media Inc
CONTACT: Tina Mooney, tmooney@adconion.com

TRAFFIC

Unique Visitors
325,000,000/Month
globally

TECH SPECS

Please E-Mail for
Technical Specs &
Availability

WEBSITE PROFILE: Adconion Media Group (www.adconion.com) is one of the largest independent global audience and video content networks, reaching over 325 million unique users – or one-quarter of the total global; Internet population – every month. Dedicated to true partnerships with agencies and marketers, Adconion provides customized solutions and innovative products designed in-house while delivering significant global reach across multiple platforms through a single network. Adconion has 16 offices in eight countries around the world, is a member of the Interactive Advertising Bureau (IAB) and is a founding member of IASH Europe.

Adconion Canada has achieved VAST 2.0 accreditation and has partnered with leading verification and optimization analytics solutions like comScore AdEffx, AdXpose and DoubleVerify to ensure a more accurate audience measurement and brand safe capacity.

USER PROFILE: Adconion Canada provides brand and performance solutions across a network of over 1,500 sites encompassing Entertainment, Lifestyle, Fashion, Sports, Business and News content channels. It is dedicated to providing premium advertising solutions for advertisers and brand marketers seeking to reach their target audience with engaging and high impact in-stream and in-banner video advertising, customized creative execution, exclusive site representation as well as display and social media solutions at scale.

AD RATES: Adconion Media Group offers a range of IAB compliant units, in-banner and expandable video units, video overlays, and pre-roll (including interactive pre-roll units); To inquire about rates, volumes and how to advertise with us, please call 416-977-0464 or contact tmooney@adconion.com

INVENTORY: •Animation •Audio •Banner Ads •Co-branding •Content Integration •Contests •Interstitials •Research •Rich Media •Sponsorships •Tower Ads •Video •Branded Entertainment

comScore-July 2011
IAB Member



www.casalemedia.com

COMPANY NAME: Casale Media
ADDRESS: 374 Wellington St. W
TEL: 416-785-5908
PARENT COMPANY: Casale Media Inc.
FAX: 416-785-5689
TOLL-FREE: 1-888-227-2539
CONTACT: Milyda Scott, milyda.scott@casalemedia.com

TRAFFIC

Unique Visitors
20,509,000/Month
Page Views/Impressions:
4,393 (MM)

TECH SPECS

Casale Media accepts the following ad units:
728x90, 120x600, 300x250, 336x280. Please visit www.casalemedia.com/ad-specs/ for more detail.

WEBSITE PROFILE: Casale Media's MediaNet is Canada's largest independently owned advertising network, reaching more than 80% 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 directly sourced inventory across more than 3,000 widely recognized premium properties, we are also the exclusive Canadian sales agent for some of the Web's most popular destinations including eBay.ca, Metroland, Flyerland, Autocatch and Infoplease.

USER PROFILE: MediaNet® provides brands with scalable reach to every major demographic segment online through its I9 core consumer verticals and 80 content channels; MediaNet skews highest to adults 18+ with online buying power.

AD RATES: Casale Media accepts banners, towers, rectangles, floating ads; in-banner video/expandable rich media; videobox (our proprietary video-augmented display format); over 1 billion ads delivered daily. To inquire about rates, volumes and how to advertise with us, please call 416-785-5908.

INVENTORY: •Banner Ads •Research •Rich Media •Sponsorship •Video

comScore Media Metrix, Ad Network Reach Rankings, July 2011
Audited-comScore Media Metrix
IAB Member

cue
digital
media



www.cuedigitalmedia.com

COMPANY NAME:

Cue Digital Media

ADDRESS:

250 The Esplanade,

PARENT COMPANY:

Cue Digital Media Inc.

Berkeley Castle, Courtyard, Suite I27

Toronto, ON M5A 1J2

TEL: +1 416-454-6699

FAX: +1 416-214-1571

CONTACT: info@cuedigitalmedia.com

TRAFFIC

Unique Visitors

8,041,000/Month

Page Views/Impressions:

107,000,000/Month

TECH SPECS

For Cue Digital Media Standard and Custom High Impact Ad Formats please visit: www.cuedigitalmedia.com/advertisers/ad-formats
For an Overview of Cue Digital Media Premium Publishers please visit: www.cuedigitalmedia.com/advertisers/our-sites
Branded Entertainment/ Content Opportunities please visit: www.cuedigitalmedia.com/advertisers/branded-entertainment
Video Examples of Our Work: www.cuedigitalmedia.com/video/our-work

WEBSITE PROFILE:

Cue Digital Media is a uniquely positioned Digital Entertainment Company helping brands engage consumers online. Brands leverage Cue's ability to deliver digital engagement to consumers in two ways: utilizing Cue's Premium Entertainment Publishers, and Award-Winning Branded Entertainment production and distribution capabilities. Cue exclusively represents a handful of Select, Established and High Profile Online Entertainment Properties (Heavy.com, Ultimate Fighting Championship, CollegeHumor.com, TMZ.com, BNQT Media, FunnyorDie.com, PremierLeague, WarnerBros.) each with audiences between 500,000 and 3 million unique viewers in Canada reaching 32% of the Canadian Online Population. Cue develops, licenses, produces, and distributes Digital Branded Entertainment content for advertisers to massive audiences.

USER PROFILE:

Cue Digital Media reaches 32% of Canadian Internet Users with an unduplicated Audience of 5.7 Million Unique Visitors. Cue's premium properties attract 8 million visitors each month. Cue gives advertiser's un-paralleled access to Top International Properties with Customized Integrated Campaigns. From traditional display campaigns to large integrated executions and promotions, advertisers benefit with extended reach to targeted and elusive audiences. The Leader in Branded Entertainment, Cue develops and distributes Award-Winning Digital Branded Content for advertisers. Short-format video dominates user's time-spent, Cue equips advertisers to drive video brand engagement, telling their stories with proven brand lift, retention, purchase intent and ROI.

AD RATES:

Custom Rich Media Takeovers - An exclusive dynamic rich media unit that lives on the homepage and can feature auto initiated audio and video. Big and bold, takeovers have 100% Share of Voice on the homepage and run of site served on a per user impression basis. NO CHARGE Creative Services.

Custom Skins & Home Page Roadblocks - Clickable custom created skins wrap the site content and are consistently a top performing ad unit. Combined with remaining ad units on page in a Roadblock, the skin and entire campaign is enhanced with Increased Impact - 100% share of voice to all Roadblock viewers, Brand Retention, Brand Recall and Increased Performance - effectiveness and CTR's of all other units in the campaign increase. NO CHARGE Creative Services on custom skins.

Video Pre-Roll - All partners support 15 second video pre-roll advertising, 30 second with most partners, and optional YouTube Channel pre-roll placement available with College Humor and Funny or Die.

Standard IAB Ad Units are available on all sites. Site and 3rd party tracking are available.

INVENTORY:

•Banner Ads •Co-Branding •Content Integration •Contests •Gaming •Microsites •Rich Media •Sponsorships •Video •Branded Entertainment/ Content Production and Distribution

*Based on comScore Media Metrix July 2011
comScore Media Metrix*



ROGERS DIGITAL MEDIA

www.rogersdigitalmedia.com

COMPANY NAME:

Rogers Digital Media

ADDRESS:

One Mount Pleasant Road,

PARENT COMPANY:

Rogers Media Inc.

I2th Floor

Toronto, ON M6B 1P5

TEL: 416-764-2000

FAX: 416-764-2098

TOLL-FREE: 1-800-268-9119

CONTACT: rogersdigitalmedia@rci.rogers.com

TRAFFIC

Unique Visitors

16,569,000/Month

Page Views/Impressions:

7,164,000,000/Month

TECH SPECS

Please visit <http://www.rogersdigitalmedia.com/ad-guidelines> for more information.

WEBSITE PROFILE:

Get access to over 16.5 million Canadians on the Rogers Digital Media Network. With premium sites such as Flare.com, Macleans.ca, Chatelaine.com, CanadianBusiness.com, CityLine.com, TodaysParent.com, sweetspot.ca, iVillage.ca and more - your advertising campaign will be served on some of the top brands in Canada. We are also the top Canadian -owned ad network in Quebec. Work with us to tailor an integrated program specifically for you. Target the exact demographic you want using a myriad of platforms from online and video to mobile and more.

USER PROFILE:

The Rogers Digital Media network includes engaging sites and trusted content relevant to every audience. With a reach that boasts 66% across the online Canadian population as well as an 88% reach of online Quebecers, we deliver the consumers you want! We have exclusive representation of over 450 websites as well as 40 channels. Our sites cover a variety of content and topics such as Women, Sports, News & Business, Entertainment, Auto, Lifestyle, and Health.

AD RATES:

Please contact Rogers Digital Media for specific rates, and other opportunities including sponsorships and integrated custom solutions.

INVENTORY:

•Banner Ads •Button Ads •Co-Branding •Content Integration •Contest •Email Marketing •E-newsletter Sponsorship •Gaming •Interstitials •Microsites •Research •Rich Media •Sponsorships •Video

*comScore MediaMetrix, Advertising Network category, Total Canada, All Locations, July 2011
Numbers verified by comScore Inc.
IAB Member*



www.suite66.com

COMPANY NAME:

Suite 66

PARENT COMPANY:

Rydium Canada Inc.

ADDRESS:

366 Adelaide Street 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

Unique Visitors

15,000,000/Month

TECH SPECS

Standard IAB specifications apply. Please contact Suite 66 for your specific needs.

WEBSITE PROFILE:

Suite 66 is Canada's largest independent online sales agency, providing marketers with advertising opportunities on independently owned and operated Canadian sites and US based sites. The combination of Suite 66 Premium Sites and our 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.

USER PROFILE:

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.

AD RATES:

Please contact Suite 66 for site specific rates, Performance Network rates and other opportunities including email, sponsorships, and customized solutions.

INVENTORY:

•Banner Ads •Button Ads •Content Integration •Contests •Email Marketing •E-Newsletter Sponsorship •Micro Sites •Rich Media •Sponsorships •Tower Ads •Video

IAB Member



www.globeandmail.com

COMPANY NAME:

The Globe and Mail

ADDRESS:

444 Front Street West

Toronto, ON M5V 2S9

TEL: 416-585-5000

CONTACT: Jo-Anne Johnson,

jajohnson@globeandmail.com

TRAFFIC

Unique Visitors

3,800,000/Month

Page Views/Impressions:

119,000,000/Month

Average Visit Length:

3.7 minutes

TECH SPECS

For advertising specifications, please visit <http://www.globelink.ca/newspaper/adformats/>

WEBSITE PROFILE:

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.

USER PROFILE:

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:

- 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;
- 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;
- Your brand borrows from the credibility we have established as Canada's most decorated newspaper, with over 125 National Newspaper Awards, since the awards were established in 1949.

AD RATES:

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 www.globelink.ca/digital/adformats for further details, or contact your sales rep.

INVENTORY:

• Animation • Audio • Banner Ads • Button Ads • Co-branding • Content Integration • Contests • Email Marketing • E-Newsletter Sponsorship • Interstitials • Micro Sites • Research • Rich Media • Sponsorships • Text Links • Tower Ads • Video

comScore MediaMetrix - Q2 2011 Average (Apr-June)



www.torstardigital.com

COMPANY NAME:

Torstar Digital

ADDRESS:

590 King St. West

TEL: 416-687-5700

FAX: 1-866-473-3921

PARENT COMPANY:

Torstar Corporation

Toronto, ON M5V 1M3

CONTACT: info@torstardigital.com

TRAFFIC

Unique Visitors

16,756,000/Month

Page Views/Impressions:

3,775,000/Month

WEBSITE PROFILE: 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.

USER PROFILE: 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.

AD RATES: To inquire about how you can advertise with us, email info@olivemedia.ca

INVENTORY: •Banner Ads •Button Ads •Co-branding •Content Integration •Contests •E-mail Marketing •E-Newsletter Sponsorship •Rich Media •Special Events •Sponsorships •Tower Ads •Video

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

INFORMATION/ENTERTAINMENT/SEARCH



www.canoe.ca

COMPANY NAME:

Canoe.ca

ADDRESS:

333 King Street East

TEL: 416-947-2349

FAX: 416-947-2152

PARENT COMPANY:

Quebecor Media Inc.

Toronto, ON M5A 3X5

CONTACT: Perry DiIorio, Perry.DiIorio@qmisales.ca

TRAFFIC

Unique Visitors

9,257,000/Month

Page Views/Impressions:

369,000,000/Month

Average Visit Length:

34 minutes/visitor

WEBSITE PROFILE: Canoe is Canada's leading provider of online news and information and is offered in both official languages. With a wide range of original content, including news, entertainment and services, the Canoe Network keeps Canadians informed and connected.

USER PROFILE: Canoe.ca is one of Canada's most viewed networks, attracting 9.2 million unique visitors each month, nationally. Canoe.ca reaches 75% of French Canadian internet users monthly.

The Canoe Portal offers engaging vertical environments for advertisers including: News, Sports, Entertainment, Money, Autonet. The Canoe Network provides strategic reach through its 250+ newspaper and community websites across Canada as well digital sites for its magazine and television properties.

AD RATES: For more information regarding advertising on the Canoe.ca network, please contact your National Sales Executive or Perry Di Iorio at Perry.DiIorio@qmisales.ca or 416-947-2349.

INVENTORY: •Animation • Audio • Banner Ads • Button Ads • Co-branding • Content Integration • Contests • Email Marketing • E-Newsletter Sponsorship • Interstitials • Pop-ups • Research • Rich Media • Special Effects • Sponsorships • Text Links • Video

*comScore Media Metrix July 2011 (data based on Canoe Network)
Audited-comScore Media Metrix
IAB Member*

TECH SPECS

Specifications vary by ad unit, however we can accept most formats.