



muniSERV

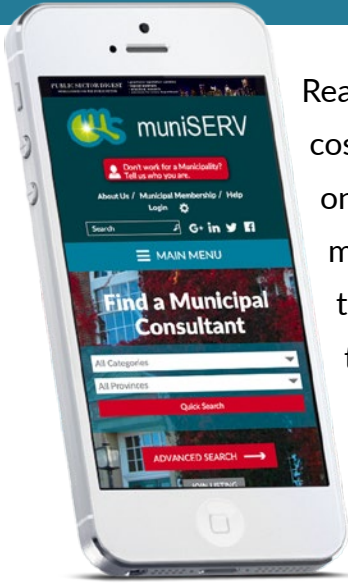
Connecting Municipalities with the Services they Need.

muniSERV is a growing community of municipal and professional members that facilitates building relationships, trust and reputability. It also connects municipalities with the consulting and professional services they need.

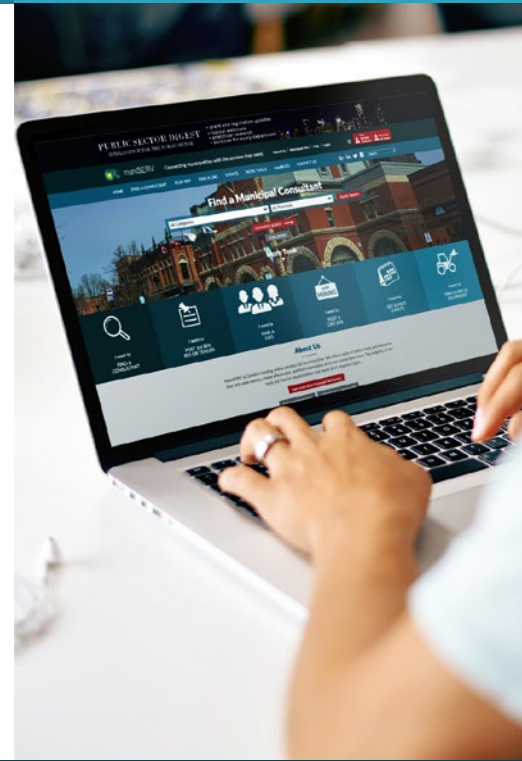
The *muniSERV* brand serves this market with a comprehensive suite of tools that showcases consultants and professionals directly to municipalities on all digital platforms.

2018 / 2019 Digital Advertising Kit

DELIVER YOUR MESSAGE TO A TARGETED DIGITAL AUDIENCE



Reach municipal decision-makers on the web 24-7 with cost-effective, targeted exposure. **muniSERV** is the only known site in Canada that focuses on helping municipalities and professionals connect – and it's the only known site that uses a searchable database that is categorized into the service offerings of our professional members, to facilitate these connections.



ADVERTISING OPPORTUNITIES



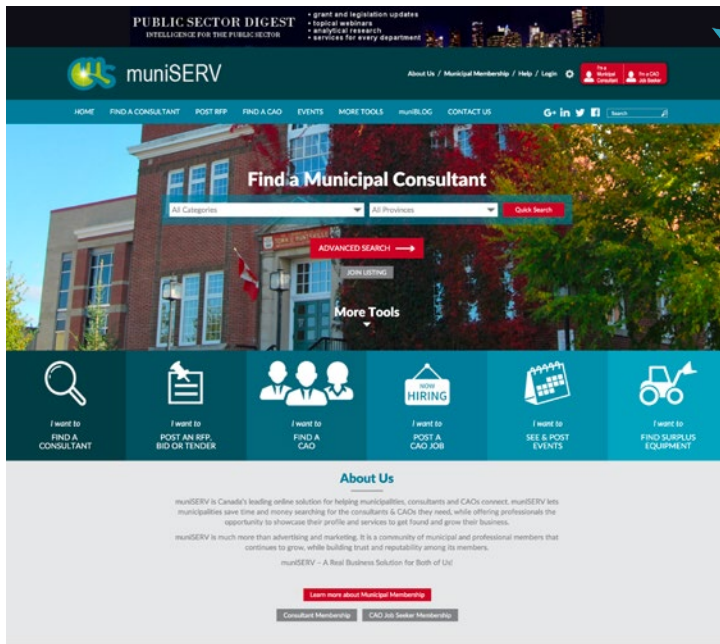
WEBSITE AD UNITS	size	yearly rate	yearly member rate	monthly rate	monthly member rate
Home Page Top Revolving Banner	900px x 80px	\$2639.99	\$2112.99	\$274.99	\$219.99
Internal Pages Top Revolving Banner	900px x 80px	\$2428.99	\$1948.99	\$252.99	\$202.99
Home Page Skyscraper	360px x 560px	\$2323.99	\$1871.99	\$241.99	\$193.99
Internal Page Skyscraper	360px x 560px	\$1833.99	\$1468.99	\$190.99	\$152.99
Bottom Banner Ad	900px x 80px	\$1660.99	\$1334.99	\$172.99	\$138.99
Innovations Editorial Space*	360px x 530px			\$499.99	\$449.99
Revolving Member Ad	360px x 200p	N/A	\$1149.99	N/A	\$119.95

SOCIAL MEDIA AD UNITS	price per post	member price per post
Social Media Promotion	\$199.99	\$149.99

NEWSLETTER AD UNITS	price per newsletter	member price per newsletter
Banner Ad	\$199.99	\$159.99
Featured Consultant's	N/A	\$119.99
Webinar	Free or \$94.99**	Free or \$75.99
Floating Ad	\$99.99	\$79.99
Editorial Space	N/A	\$249.99



AD UNITS



TOP REVOLVING BANNER

900px x 80px

A strong presence with a broad reach that increases your brand awareness.

BOTTOM BANNER AD

900px x 80px

A cost-effective solution with extensive exposure.



INNOVATION EDITORIAL SPACE

360px x 530px

Publish an informative article about your new products and services on our home page.

REVOLVING MEMBER INTERSTITIAL AD

360px x 200px

A special section dedicated to our members with attractive pricing.

SIDE BAR SKYSCRAPER

360px x 560px

Ad placement within our article section gives this unit added impact.



BANNER PACKAGE

Non Member - \$499.99
Member - \$399.99

Take advantage of the prominent ad space with a one-month advertising campaign running on our website, newsletter and social channels.

INCLUDES:

- Homepage Banner
- Newsletter Banner
- Social Media Promotion

INNOVATION PACKAGE

Non Member - \$879.99
Member - \$703.99

Publish and push an informative story about your new product or service with two placements on our homepage and newsletter.

INCLUDES:

- Homepage and Newsletter Editorial
- Homepage and Newsletter Banner Ads
- Social Media Promotion



NEWSLETTER



muniSERV's opt in monthly newsletters offer direct response opportunities to a highly targeted audience. From webinars and editorial space to banner and floating ad space, our newsletters are a great vehicle for targeted direct response advertising.



SOCIAL MEDIA



Promote your business or services to municipalities with our social media promotion using @ tags or mentions through *muniSERV*'s multiple social channels.

AD SPECS

All ads must be submitted as JPEGs sized respective to the ad chosen, with a DPI of 72px



Online Advertising Terms & Conditions

By advertising with us, you acknowledge that you have read and agree to our terms and conditions accessible from our website footer.

www.muniserv.ca/advertising-terms-conditions



muniSERV

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