

Optimizing Your Online Exposure!

Offering a variety of tools to extend and enhance your marketing reach! Adding exciting and innovative digital options to your print program will keep you in front of your customers, wherever and whenever they are ready to buy!

All Prices Net

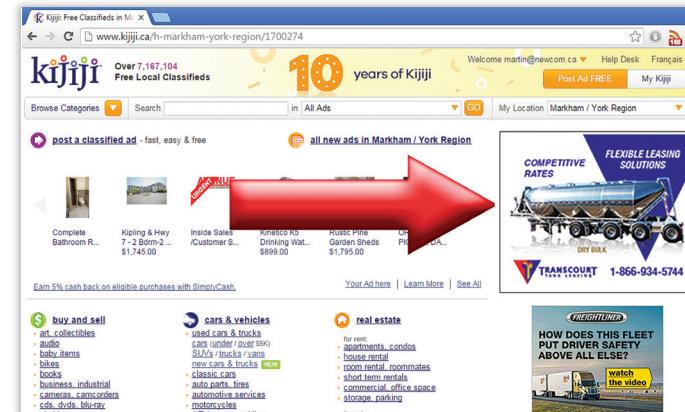
Follow your customers and extend your reach

Remarketing

You don't have to settle for just our website to reach your clients. Remarketing your message allows you to follow visitors that have been to our website, reinforcing your message as they browse the web. It's an extremely effective way to reinforce your message long after users have left our site.

Pricing:

\$30 per 1,000 impressions, please contact your rep for details



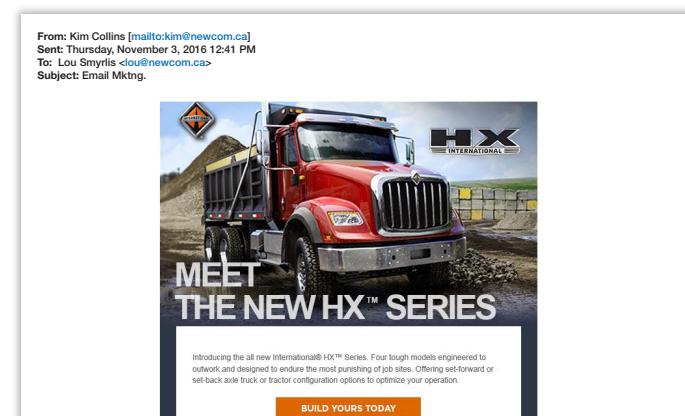
Cost effective targeting

Email Marketing: your message, our list

With email marketing, you can quickly and economically reach target markets. E-blasts are an extremely effective and cost-efficient way to extend your brand to the online market, giving you the opportunity to get your message out how and when you want. Custom e-blasts provide a gateway directly to your website, to any online offers you may have, through links, videos and other interactive media.

Pricing:

\$450 per 1,000 names (minimum 2,000 names per Eblast)



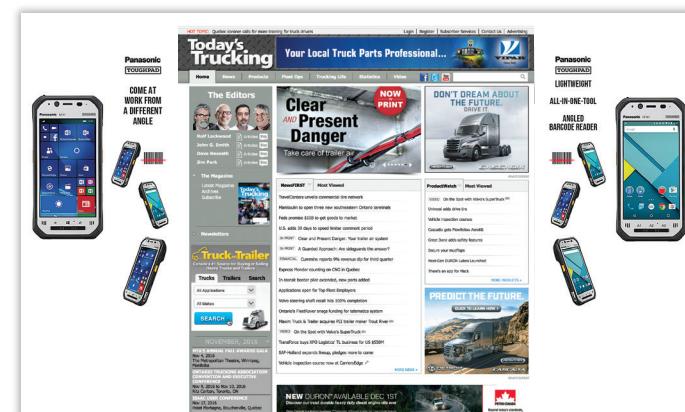
Focus the user/dominate the space

Wallpaper ads

Wallpaper ads consist of a static background image that serves as a branded frame for the page. Wallpaper ads (aka Site Skins) allow you to command prominent real estate on our site with creative that commands and focuses viewer attention.

Pricing:

\$500 per day, based on a one month minimum buy (1 day per week)



Expand your message

Native Ads (Articles)

What is it? It's simply an article provided by you. The article can include anything you like: banners, video, audio, logos, etc. Your sponsored article will be promoted in newsletters and also appear on the homepage. It's great for press releases, new product announcements, acquisitions, etc. Content will be labelled as "Sponsored"/"Paid".

Bonus: your Native Ad will be kept up on our site, great for SEO!

Pricing:

\$1,500 per native ad

The screenshot shows a news article titled "Economic slowdown doesn't stop growth" under the "Business Environment" category. The article is sponsored by Transcourt Tank Leasing. The headline reads: "Last June 15th, in front of the members of the Yukon Chamber of Commerce in Whitehorse, Bank of Canada Governor Stephen S. Poloz stated that the Canadian economy is making progress in adjusting to low oil prices and recovering from the global financial crisis. This review of the outlook took into consideration the impact of the wildfires in Alberta last spring that affected oil sands production in Fort McMurray." Below the headline is a quote: "« While the energy industry continues to struggle, there are signs of strength in non-energy exports, even though the data have been volatile in recent months », explained Governor Poloz. « The past depreciation of the Canadian dollar is supporting exports, including tourism. Several categories are encouraging as many export sectors are operating near their capacity limits, which augurs well for future investment and job creation. Canadian households are remaining resilient, particularly outside resource-producing areas. Low interest rates

Be the 'Go To' source

Knowledge Centres (Sponsored Areas)

Target a specific segment or issue in your industry. Become the 'go to' source for insight and advice. The content should be a mix of yours and ours. This tends to attract more organic traffic. A sponsored knowledge centre is a great vehicle for a series related of editorial articles.

- You own and control all advertising in your sponsored area.
- Your ads can correspond with your content, creating a very powerful, unified message.

Pricing:

\$1000 per month

The screenshot shows a knowledge center page with two main sections: "Inside The Future Of Trucking" and "The Reality of the Driver Shortage". The "Inside The Future Of Trucking" section includes an article about Uber's Otto completing its first-ever delivery by self-driving truck, and a feature on "Beware the robo trucks". The "The Reality of the Driver Shortage" section includes a video thumbnail of two men speaking at a conference.

Interact with buyers

Webinars

Webinars are a very effective and interactive way to convey your information to a selected target audience. They can be a presentation, discussion, demonstration, or instructional session delivered cost effectively over the web. Participants can view documents and applications via their computers, while shared audio allows for presentation and discussion.

Pricing:

Customized – Speak to your Marketing Consultant

The screenshot shows a group of four people in business attire sitting around a table, looking at a presentation slide titled "TRANSPORTATION TRENDS 2017 & BEYOND". The slide includes a chart showing 896,000 people employed in the Canadian transportation and warehousing industry in 2014, which is 5% of total employment, up 1.6% from 2013. It also mentions that 4.2% of Canadian GDP is contributed by the Transportation & Warehousing Sector. The logo "NEWCOM Trucking Group" is visible in the bottom left corner of the slide.

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