

BC Food Processors D I R E C T O R Y



MEDIA KIT



contactcanada.com

Since 1989 Contact Canada® has produced industry leading B2B desktop reference directories for businesses and professionals.

Our online directories provide up-to-date business leads and information.

Covering 8 industries and providing 10,500+ company profiles in easily customizable, downloadable formats our online directories saves users time and effort.

Some key reasons to consider advertising with the BC Food Processors Guide



- 2.9 million page views, est. (doubled annually, Plex)
- 60% Canadian online readership, 22% USA, 13% Asia, 4% Europe (issuu)
- 70% industry compliance with auto e-prompts for profile updates
- 100% of listed companies in Canada receive free print copies for desk reference
- Free print copies distributed at key events
- 100% free access to business and contact data
- Free Customized directories compiled on line and downloaded (as of January 18th 2016)

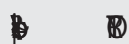
PAST SPONSORS



- 2.9 million page views annually (doubled annually past 3 years)
- 2.74 million impressions on web banners (doubling annually)
- 185,000 unique visitors annually (doubling year over year) (server data)
- 2 fold higher CTR of 0.18 than industry standards (0.09 Canada, 0.1 for USA)
- 260% greater Time on Site than industry average for B2B directories (Alexa)
- 82% of users on desktop indicating the primary use is B2B work at office
- 8.7 pages viewed per visit (who)

COMPARABLE BUSINESSES

TIME ON SITE (min:sec)



| | |
|-----------------------------|------|
| Canadian Business Directory | 2:28 |
| CanPages | 1:18 |
| Yellow Pages | 2:06 |
| Average Time on Site | 1:57 |



SOCIAL MEDIA - AS COMPARABLE

| | |
|----------|-------|
| TheChive | 7:11 |
| Reddit | 17:12 |
| Facebook | 21:28 |

(as of January 18th 2016, Ad Peeps, Alexa, Google, Contact Canada® Plex server)

CHECK OUT OUR OTHER PUBLICATIONS

CANADIAN
FOOD & GROCERY
INDUSTRY GUIDE

Canada & USA
**Drug Development
& Outsourcing Guide**

**NATURAL HEALTH
PRODUCTS CANADA**
INDUSTRY GUIDE

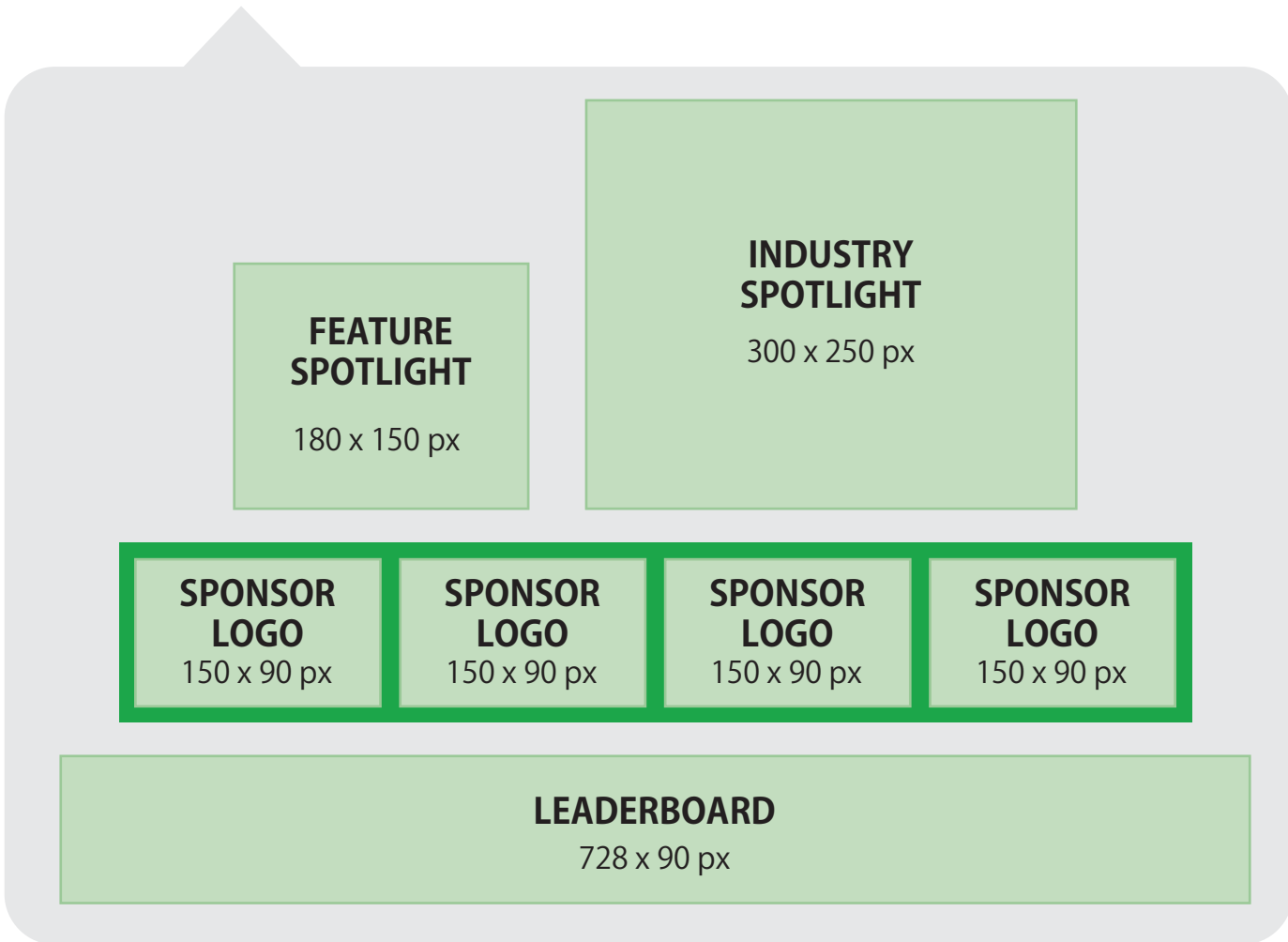
LIFE SCIENCES
CANADA  INDUSTRY GUIDE

**RENEWABLE ENERGY
& CLEANTECH** CANADA
INDUSTRY GUIDE

Seafood Buyer's
CANADIAN 2015 GUIDE

**CANADIAN
MEDICAL TECHNOLOGIES**
PRODUCTS + INDUSTRY GUIDE

WEB AD SPECS



FILE LABELING

Your Company Name + Location on Site
eg : ContactCanada_Leaderboard.jpg

EMAIL FILES TO:

ads@contactcanada.com
If you have questions please contact us:
1-888-502-6666 or email: ads@contactcanada.com

FILE FORMAT OPTIONS & LIMITATIONS:

.gif, .jpg, .swf* or animated .gif
File sizes should be kept under 45k
Duration of animations should be 10 seconds
**Must Use Industry Standard Clicktag

WEB AD RATES

| Web Banner Rates (6 months) | Rates | Sizes |
|-----------------------------|----------|--------------|
| Feature Spotlight | \$495.00 | 180 x 150 px |
| Leader Board | \$495.00 | 728 x 90 px |
| Industry Spotlight | \$395.00 | 300 x 250 px |
| Sponsor Logo | \$195.00 | 150 x 90 px |
| eBlast | \$295.00 | |

10% cumulative discount on each additional banner

WEB AD LOCATIONS

ADVERTISING



FEATURE SPOTLIGHT

2x Locations
Located on home page
& Guide title page
180 x 150 px

GUIDE TITLE PAGE



SPONSOR LOGO

2x Locations
Title page & database
search for guide
150 x 90 px

INDUSTRY SPOTLIGHT

On Searchable Directory
300 x 250 px



HOME PAGE



LEADER BOARD

On Searchable Directory
728 x 90 px

SEARCHABLE DIRECTORY

