

LIFE SCIENCES

CANADA  INDUSTRY GUIDE



MEDIA KIT

 Contact
Canada®

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 Life Sciences 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



WEB STATS

WEB STATS³

- 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)

Contact Canada	5:03
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

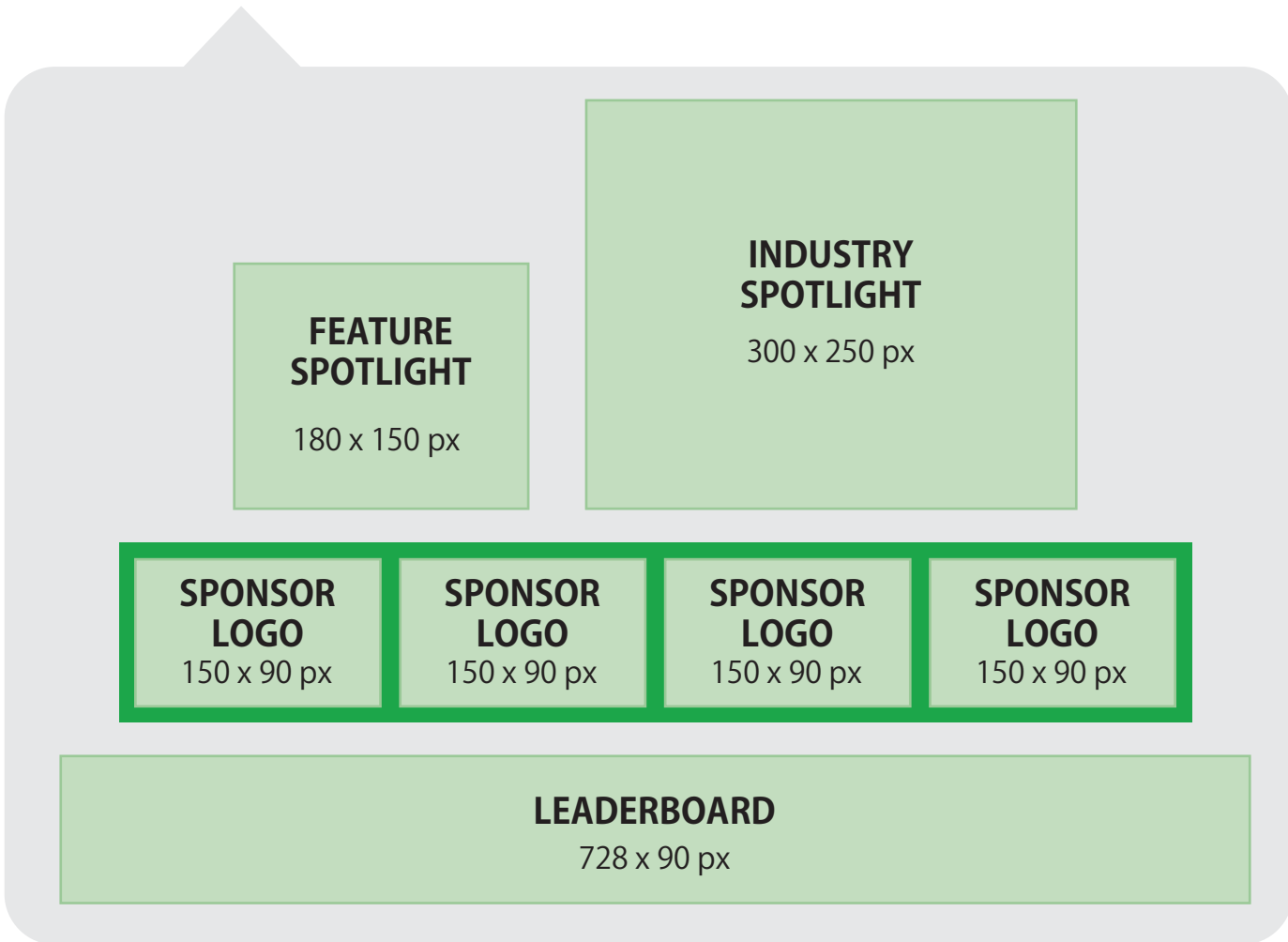
CANADIAN
MEDICAL TECHNOLOGIES
PRODUCTS + INDUSTRY GUIDE

**RENEWABLE ENERGY
& CLEANTECH** CANADA
INDUSTRY GUIDE

Seafood Buyer's
CANADIAN 2015 GUIDE

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

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



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