

FinanceAds.CA Rate Sheet and Ad Guidelines

We have approximately 1 to 2 million pageviews available each month to individual advertisers.

Pricing is on a per 1000 ads displayed basis (a unit), also known as CPM (Cost Per Thousand(M)).

GUIDELINES:

- We provide 2 standard ad sizes; 728X90 banner and 300X250 rectangle. Please provide ads for both sizes.
- Publishers may choose any and all of these ad sizes to display; they may also display multiple ads per page. Your ad will be shown only once per page unless you specify otherwise.
- We do not serve animated images.
- Ads should be provided in .gif or .jpeg format and must be optimized for the web.
- All ads are subject to our approval. Individual publishers may decline to display your ads, at their discretion.

TERMS:

- Your entire agreement is with Insurance Squared Inc., and not with any of the individual publishers. We do not control the individual publishers.
- We may vary without notice ad size, placement and the specific sites that your ads are displayed on.
- All advertising must be prepaid.
- In the event of a disagreement, our ad serving software logs will be deemed to be correct.
- You may request that we cease displaying your ads at any time. However there are no refunds for unused inventory that you have previously committed to.

FinanceAds.CA Ad Order Sheet

FinanceAds.CA

**c/o Insurance Squared Inc.
165 Peel Street, Unit #2
New Hamburg, Ontario
N3A 1E7**

Tel: (866) 779-1499

Fax: (866) 492-4419

glenn@financeads.ca

Option 1: A La Carte: Order by Unit

(1 unit=1000 impressions)

_____ units

X _____ months

X 30 _____ (\$30 per unit)

X 1.05 _____ (GST)

_____ Total

(min. order is \$10,000 pretax)

(ads for Jan & Feb have a 50% premium)

Advertiser Information

Company: _____

Address: _____

City: _____ **Prov:** _____

Postal: _____ **Tel:** _____

Contact Name: _____

Contact Email: _____

Signature: _____

Option 2: Cornerstone Advertiser

(1 unit=1000 impressions)

_____ units, minimum 500

X _____ months, minimum 9

X 25 _____ (\$25 per unit)

X 1.05 _____ (GST)

_____ Total

Start Date: for advertising: _____