
Digital



When you don't have the budget for our print edition, but you'd still like to partner your brand with Atlantic Business Magazine's award-winning reputation and loyal business audience, consider atlanticbusinessmagazine.ca and the ABMInsider e-newsletter.

Our dynamic digital platforms are constantly updated with fresh material—both free-to-view web exclusives and paywalled content from our print edition—guaranteeing an ever-expanding audience for your marketing message.

23,000+
UNIQUE VISITORS/
MONTH

Digital



Branded content

Tell your story, your way with embedded hyperlinks leading readers directly to you! Prices below are for client-prepared content. Writing services are available for an additional fee. Atlantic Business Magazine reserves the right to refuse content if it is deemed inappropriate or offensive to our audience.

Be a Hero (banner)!

Get MAXIMUM exposure with an impressive 1920 x 800 pixel photo on our homepage, presented side-by-side with our featured content. The bonus? It's linked to your 500-word story, hosted on our website.

- Limit of 1 Hero Banner branded content story per month
- Banner image to appear in slider format with three other images
- Article submission must include:
 - Text file with story, title, captions/credits and relevant hyperlinks
 - Hero Banner photo 1920 x 800 pixels @72 dpi (no logos or ads)
 - Story photo(s), at least 800 pixels wide @72 dpi
 - Separate title and subtitle for placement on the banner image (send it separately from the photo)

Price: \$1500/month

Go large...

...with a medium box on our homepage, linked to your 500-word story.

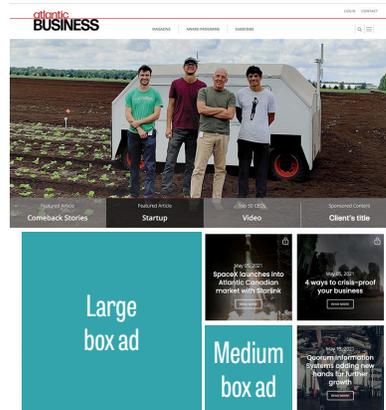
- Box image appears in rotation on page refresh
- Article submission must include:
 - Text file with story, title, captions/credits and relevant hyperlinks
 - Medium box photo 500 x 500 pixels @72 dpi (no logos or ads)
 - Story photo(s), at least 800 pixels wide @72 dpi
 - Separate title and subtitle for placement on the banner image (send it separately from the photo)

Price: \$500/month

Digital



Display advertising



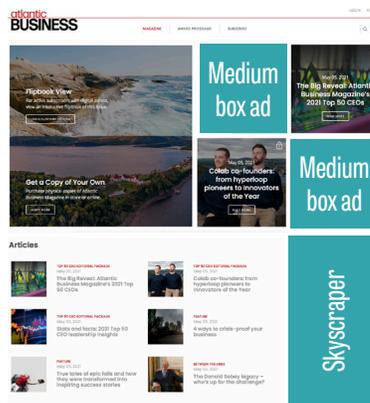
▲ HOMEPAGE

Large box ad
Appearing in rotation

Ad size: 700 x 700 pixels
Price: \$750/month

Medium box ad
Appearing in rotation

Ad size: 500 x 500 pixels
Price: \$300/month



▲ CURRENT ISSUE PAGE

Medium box ad
Appearing in rotation

Ad size: 500 x 500 pixels
Price: \$300/month

Skyscraper ad
Appearing in rotation

Ad size: 300 x 600 pixels
Price: \$350/month

Client's ad will appear in 1 of the 2 spaces available, not both

Includes bonus placement on magazine overview page

Digital

Display advertising cont'd

The screenshot shows an article titled "Colab co-founders: from hyperloop pioneers to Innovators of the Year". The article features a photo of two men in blue Colab shirts. A vertical teal banner on the right side of the article reads "Skyscraper". Below the article, there is a teal box with the text "Content ad".

SINGLE MAGAZINE ARTICLES

Client to specify article for placement

Skyscraper ad
Appearing in rotation

Ad size: 300 x 600 pixels
Price: \$250/month

Content ad
Appearing in rotation

Ad size: 600 x 300 pixels
Price: \$350/month

The screenshot shows the "The Awards" overview page. It features a large hero image with the text "The Awards Highlighting Excellence in Atlantic Canadian Entrepreneurship". Below the hero image are three smaller images: "Large box ad", "Medium box ad", and "Medium box ad".

AWARDS OVERVIEW PAGE

Large box ad
Appearing in rotation
Ad size: 700 x 700 pixels
Price: \$750/month

Medium box ad
Appearing in rotation
Ad size: 500 x 500 pixels
Price: \$300/month

The screenshot shows the "30 Under 30 Innovators" specific awards page. It features a large hero image with the text "30 Under 30 Innovators". Below the hero image are several smaller images, including a "Skyscraper" ad and a "Content ad".

SPECIFIC AWARDS PAGE

Skyscraper ad
Appearing in rotation
Ad size: 300 x 600 pixels
Price: \$350/month/page

Client must select from:

- Top 50 CEOs
- 30 under 30 Innovators
- 25 Most Powerful Women
- or
- Best of Atlantic Canada

WHAT DOES ROTATION MEAN?

Where multiple ads are booked for the same position, ads will appear in rotation (rotation occurs on refresh for more accurate analytics; computer program auto-switches order ad viewing to ensure equal exposure for all ads).

FILE SUBMISSION

- Acceptable ad formats: GIF, JPG, BMP, PNG, SWG or ad tracking code
- Files must be 72dpi at the size specified above
- Please specify the destination URL
- Ads must be emailed to cgreene@atlanticbusinessmagazine.ca

Digital



Bring down the paywall

Give readers free access to either a single article or our FULL issue.

Single article paywall sponsor

- Article selection subject to availability
- Includes a Skyscraper ad (300 x 600 pixels) and a Content ad (600 x 300 pixels) in the article for the duration of the sponsorship; ads appearing in rotation with other ads booked for this article
- For the duration of the sponsorship, the article will open with a highlighted statement that the paywall has been pulled down for (xx amount of time), courtesy of (sponsor name).
- The lifting of the paywall will be announced on Atlantic Business Magazine's social media channels (Facebook, Twitter, LinkedIn and Instagram), giving credit to the sponsor.

Price:

\$1,500/day

\$2,500/week

\$5,000/month

\$10,000/2 months

Full issue paywall sponsor

- Issue selection subject to availability
- Includes a Skyscraper ad (300 x 600 pixels) and a Medium Box ad (500 x 500 pixels) on the Current Issue page; ads appearing in rotation with other ads booked this issue
- Includes a Skyscraper ad (300 x 600 pixels) OR a Content ad (600 x 300 pixels) in every article from the issue (excluding advertorials and Executive Summaries) for the duration of the sponsorship; ads appearing in rotation with other ads booked this issue
- For the duration of the sponsorship, each article in the issue (excluding advertorials and Executive Summaries) will open with a highlighted statement that the paywall has been pulled down for (xx amount of time), courtesy of (sponsor name).

Call for pricing.

Digital

ABM Insider e-Newsletter

Published weekly at 10 am AST Tuesday mornings, the ABM Insider is a valued interactive tool that invites Atlantic Business Magazine readers to shape future editions. It's also where we share behind-the-scenes information about upcoming articles and news about ABM events and award nominations.

Ad placement

- Acceptable ad file size(s) are 728 x 90 pixels or 728 x 210 pixels.
- Acceptable ad file formats are JPG, GIF & PNG

Price: \$100

Event listing

Each listing includes:

- Description: 200 characters
- Title: 50 characters
- 1 web link
- 1 thumbnail image (150x100pixels)

Price: \$50

ABM Insider

smart. sophisticated. provocative. powerful.

SEPTEMBER 18, 2018

FIVE THINGS TO KNOW ABOUT BUSINESS IN ATLANTIC CANADA...



Illuminated! NS Power helps New Dawn Centre with new makerspace

The New Dawn Centre for Social Innovation in the north end of Sydney will soon be receiving an upgrade thanks to the \$250,000 donation from Nova Scotia Power. The Friday announcement outlined the new renovations and the new tools that will fit the Nova Scotia Power Makerspace workshop, part of the new pilot project for the centre. The workshop, aimed to foster the growth of entrepreneurship in tech engineering, will have spaces for youth and adults who want to work with robotics, electronics and 3D printing.

Read more 'Five things'...

AD PLACEMENT

IN OUR LATEST EDITION



Newcomer economics

Does importing entrepreneurs help or hinder Canada's economy? This story unpacks the statistics about those bloody foreigners

Find our more...

UPCOMING EVENTS IN ATLANTIC CANADA

EVENT LISTING

Placentia Bay Industry Showcase
SEPTEMBER 18-20, 2018
Bringing businesses together to grow and build. In addition to the showcase this year will also include a bus tour of Argentina (Sept 18) and business awards (Sept 19).
Register today!

Energy Innovations Forum 2018
OCT 1-2, 2018 | FREDERICTON CONVENTION CENTRE
Hear from innovators already creating this new energy future and network with international, national and regional leaders.
Get more info here

CORE Energy Conference
OCT 2-3, 2018 | HALIFAX
Setting the stage: Canada's East Coast Energy Future. Don't miss out! Early bird registration runs through the month of August.
Register today!

LIST YOUR EVENT IN THE NEXT ISSUE OF ABM Insider | Click here for details



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