

# Digital platforms

Digital marketers can leverage Atlantic Business Magazine's award-winning reputation and business audience via our website ([atlanticbusinessmagazine.ca](http://atlanticbusinessmagazine.ca)) and our ABM Insider 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.

**21,574+**

UNIQUE VISITORS/  
MONTH

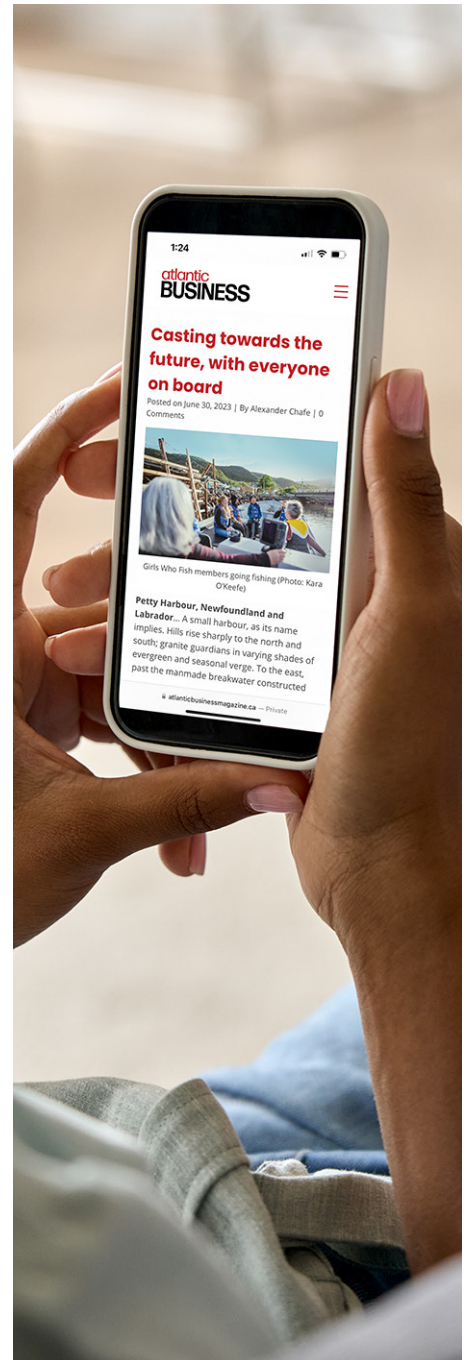
**1:09**

AMOUNT OF TIME THE  
AVERAGE USER SPENDS  
ON OUR WEBSITE



If you're wondering where to place your online ad so that it's seen by the most people, here's the 5 most popular sections of our website:

- Homepage
- Current Issue
- Top 50 CEO Awards
- 25 Most Powerful Women
- 30 Under 30 Innovators



# Digital platforms

## 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.

## Hero banner

**\$1,500/month**

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.

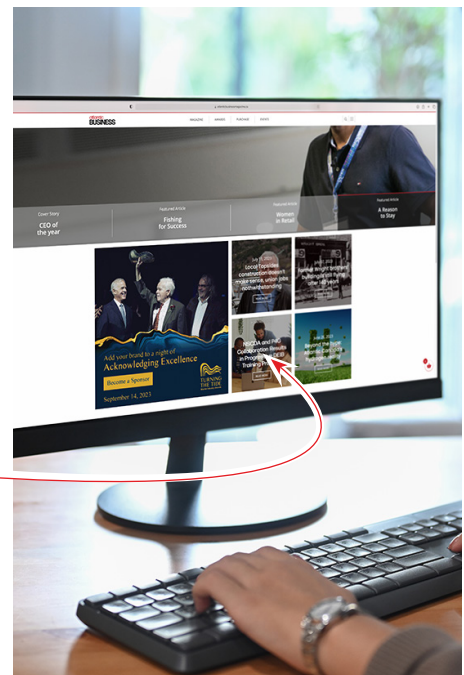
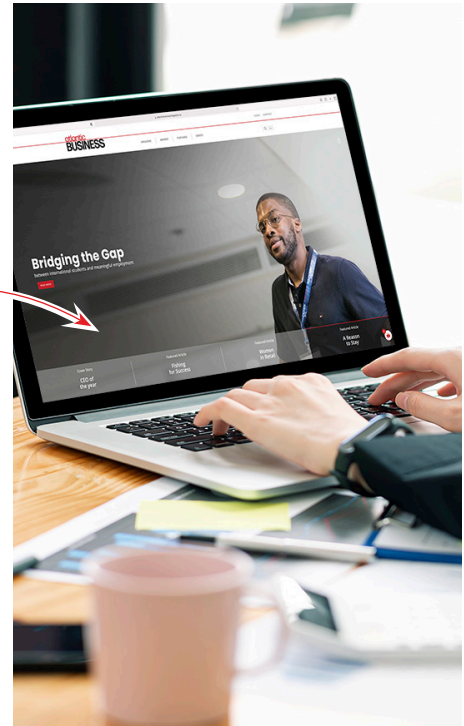
- Limit of 1 Hero Banner branded content story per month
- Banner image to appear in slider format with three other images
- Article submission must include:
  - Text file with story, title, captions/credits and relevant hyperlinks
  - Hero Banner photo 1920 x 800 pixels @72 dpi (no logos or ads)
  - 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)
  - Slider image must be a photo (not a logo or advertisement)

## Medium Box

**\$500/month**

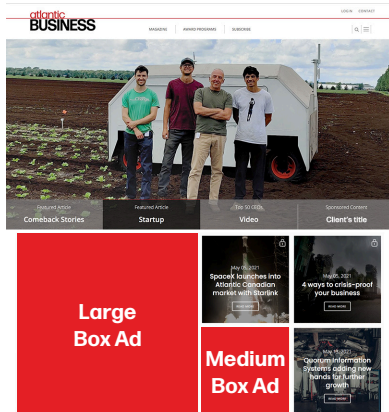
See your image/headline hosted on our home page among our web exclusives and linked to your 500-word story.

- Image appears in rotation in one of four grid positions
- Article submission must include:
  - Text file with story, title, captions/credits and relevant hyperlinks
  - Grid photo 500 x 500 pixels @72 dpi (no logos or ads)
  - Story photo(s), at least 800 pixels wide @72 dpi
  - Separate title for placement on the banner image (send it separately from the photo)



# Digital platforms

## Online advertising



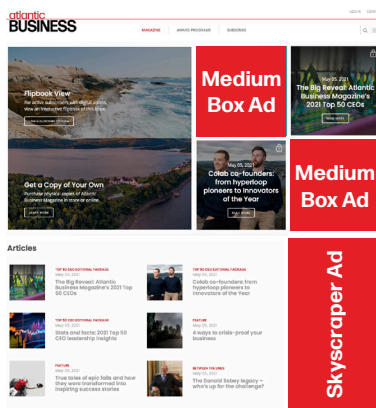
### ◀ HOMEPAGE

**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

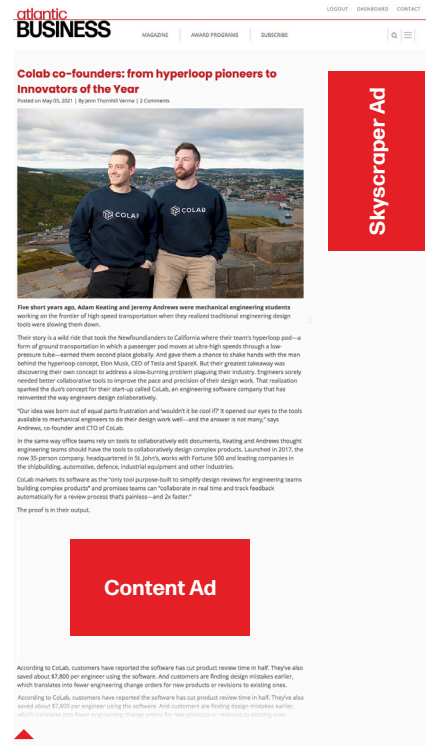
Ad size: 500 x 500 pixels  
Price: \$300/month

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

**Skyscraper ad**  
Appearing in rotation

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

*Includes bonus placement on magazine overview page*



### ▲ SINGLE MAGAZINE ARTICLES

*Client to specify article for placement*

**Skyscraper ad**  
Appearing in rotation

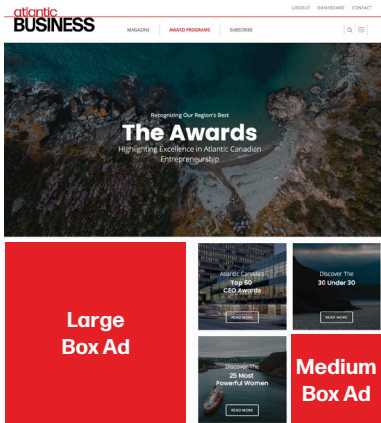
Ad size: 300 x 600 pixels  
Price: \$250/month

**Content ad**  
Appearing in rotation

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

# Digital platforms

## Online advertising (cont'd)



### ◀ AWARDS OVERVIEW PAGE

#### Large box ad

Appearing in rotation

Ad size: 700 x 700 pixels

Price: \$750/month

#### Medium box ad

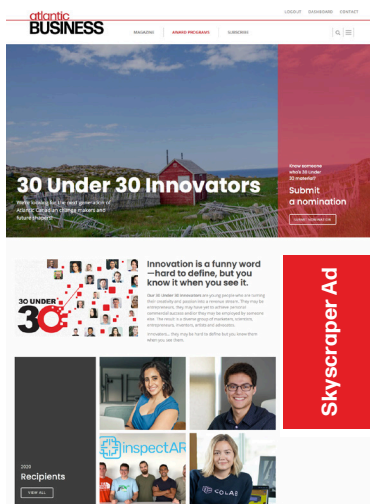
Appearing in rotation

Ad size: 500 x 500 pixels

Price: \$300/month

### 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 of ad viewing to ensure equal exposure for all ads).



### ◀ 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

### 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 [mmoore@atlanticbusinessmagazine.ca](mailto:mmoore@atlanticbusinessmagazine.ca)



# Digital platforms

## Bringing down the paywall

Give readers free access to 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.

**\$1,500.00/day**

**\$2,500.00/week**

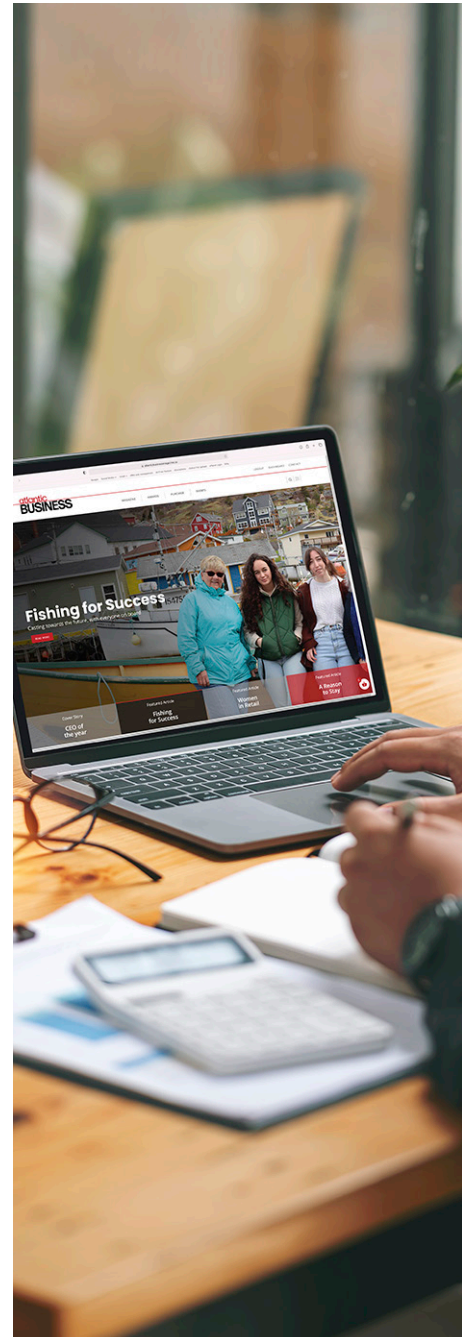
**\$5,000.00/month**

**\$10,000.00/2 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 platforms

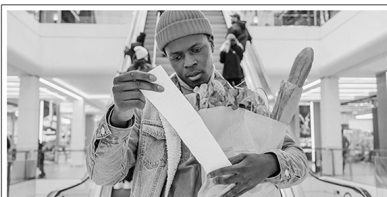
## ABMInsider eNewsletter

Published weekly at 10 am AST Tuesday mornings, the ABMInsider 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.

atlantic  
**BUSINESS**

ABMInsider

Oct 18, 2022



Dear ABMInsider,

Do you ever get the feeling that some businesses are taking advantage of inflation to engage in price gouging?

Earlier this year, our Devil's Advocate columnist Jane Riley announced that inflation isn't coming — it's here. The pandemic, coupled with massive public spending and increasing climate demands, exacerbated by Russia's war on Ukraine, they all combined in a massive shit storm of skyrocketing cost-of-living costs. It's negative supply and demand economics at its worst: decreased supply and unmet demand means that consumers have to wait longer and pay more.

Here in NL, we saw gas soar to over \$2.00/litre (it cost me \$1.05 to fill up my car... not a truck, mind you... a midsize four-door car). Separating of vehicles, this is definitely not the time to buy. Car dealers are struggling to get cars on the lot and new vehicle buyers report having to wait weeks, if not months, for delivery. In May of this year, Global News reported that the vehicle shortage will likely extend into 2023. Forget about having choices over colour or haggling for the best deal, if you need something now, you'll take what you can get and count yourself lucky to have it.

At the grocery store, virtually every item on store shelves has increased by at least a dollar. And those dollars add up, quickly.

### Ad Placement

Just last week, I stopped into the supermarket on my way home to buy some chicken for supper and a few other miscellaneous items for the company I had coming to visit. A handless bottle of dipping sauce cost me \$4.50 (I wish the cheapest one on the shelf). Two 150-gram packages — three-quarters of a cup — of pizza toppings (sausage and bacon) cost \$4.99 each. I used to get a full pound of bacon for that price. Speaking of which, how you seen how much bacon costs these days? It's like the grocery store gold standard. AND the packages are smaller (down from 500 to 375 grams). Jeez Louise!

Collectively, consumers respond by staying home more and buying less. But as the trend continues, you can't help but wonder if some folks aren't... well... taking advantage of the situation.

Seems like prices on inventoried products increase overnight because of something that happened on the other side of the world but take exponentially longer to move in the other direction. Did they really need to go up so quickly? Did the retailer(s) really need to drop their heels that long to make products more affordable?

To put it bluntly, consumers are not happy. More than that, they're feeling hard done by, as evidenced by reaction to Loblaw's announcement that they were freezing prices on their top name products for three months. You'd think that a 90-day commitment to holding the line on prices would be a good thing. But some, including federal NDP leader Jagmeet Singh, have described grocery store profits as "corporate greed".

I have no proof that there's any actual price gouging going on. I just know that desperate times, and desperate people, often lead to desperate measures. I can only hope things stabilize before we get that far.



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### UPCOMING EVENTS IN ATLANTIC CANADA

#### Event Listing

##### Digital Future: Ethics, Integrity, and Values

Fri, Nov 18, 2022 | 9am-11am | University of Guelph Conference Hall  
The Sobey School of Business's 4th Annual Responsible Leadership Event is taking place Friday, November 18, 2022. This year's theme is Digital Future: Ethics, Integrity, and Values. More info:

### 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



**2,000+**  
SUBSCRIBERS