



Advertising and Sponsorship Rate Card

Canadian Journalist is an independent news and media website owned by the Stray Light Media Group in St John's, Newfoundland, Canada. It was founded in 2013 by a group of veteran professional journalists and originally launched as Facts and Opinions. It was designed to be a boutique journal, of reporting and analysis in words and images. Independent, non-partisan, and employee-owned. It was rebranded as CanadianJournalist.ca in 2021 to focus on Canadian journalism and journalists. As we do not charge for subscriptions or work behind paywalls we rely on donations, syndication and advertising to support independent, professional non-partisan journalism in Canada and by Canadian journalists ...journalism matters.

We currently average 3000 page views per day in 2021 mainly in Canada and the USA with additional traffic from China, UK, Australia, South Africa, Spain and Ireland.

All online ads can link to any site or page you like. We can accept your artwork as is or help you design an ad that helps get you maximin exposure. We also offer a 50% discount if you advertise on one of our sister publications.

WEBSITE FIXED SPACE

Top Banner - Exclusive: \$300.00 per month or \$2500.00 for 1 year.

Approx 600x86 pixels to 750 x 200 pixels

Top of Sidebar: \$200.00 per month or \$1750.00 per year. Approx 300x300 pixels

Sidebar Long: \$250.00 per month or \$2000.00 per year. Approx 300x600 pixels.

WEBSITE SHARED ROTATION SPACE (MAX 5) :

Top Banner: \$200.00 per month or \$1750 per year. \$1000.00 for six months.

Approx 600x84 pixels.

Sidebar: \$100.00 per month or \$900 per year. \$500 for six month. 300 x 300 pixels

BOTTON OF FRONT PAGE

Large 400x750 pixels at the bottom of the front page below stories but above the footer items.

300 per month or \$2500 for 1 year.

In story, BOTTOM OF POSTS

All posts: \$150 per post

Category Page Headers

\$300 per month per category or \$3000 per year per category

PAGE FOOTER BLOCKS

300x300 pixels \$150.00 per month or \$1200 for 1 year

SPONSORED CONTENT:

Canadian Journalist has sponsored content opportunities on its website, Instagram, Twitter social media feeds as well as YouTube video. You can sponsor coverage of a specific topic.

Sponsorship is not tied to individual stories.

From time to time we will have sponsorship and advertising opportunities on specific long form pieces be they print, photo, video or audio features. This is to help offset the cost of production.

CONTACT:

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