

SustainableBiz.ca



SAVE TIME. STAY INFORMED.

NEW
FOR
2019

An all-new design and
all-new ad program!

Media Kit

2019

Canada's
premier online
news service
dedicated to
sustainable
business

- ▶ Proven and reliable service
- Targeted and timely
- Canadian and international exposure
- Sister site to RENX.ca



2019 Plan

- ▶ **Unique Subscribers**
2018: 2,700
2019: 3,700
- ▶ **Email Newsletters**
2018: 48
2019: 96
- ▶ **Original Stories**
2018: 40
2019: 200
- ▶ **Curate news**
- ▶ **Original content**
- ▶ **Featured columns**

Sustainable Biz delivers thousands of ads weekly into the hands of sustainability professionals.



In 2019 Sustainable Biz strives to become the leading source of news, information and commentary about sustainable business in Canada.

Sustainable business in Canada is on the cusp of explosive growth as the viability of 'green' products and services takes hold and the country strives to mitigate the impact of climate change.

In 2019 Sustainable Biz Canada will focus on real estate, energy and corporate news and begin to broaden its coverage to include transportation, manufacturing and forestry.

All Sustainable Biz publications are free to our readers and supported primarily by advertising. It is the goal of Sustainable Biz to offer any size of business an opportunity to promote its services and products through Sustainable Biz Canada.

Sustainable Biz Canada news is published on business days on the Sustainable Biz website, posted to social media and delivered bi-weekly to mobile devices and the desktop of industry professionals as email newsletters.

**NEW
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Big changes for Sustainable Biz Canada!

- Totally redesigned user-friendly website
- Streamlined, concise bi-weekly newsletter

In 2019 SBC is launching an entirely new ad program.

- High profile sponsored content ads
- Premium placement on all platforms
- Fewer types of ads, simpler page layouts
- Larger ads to provide greater visibility
- Mobile ads for all advertisers

Bottom line: Bigger ads. Better value.

For a guided tour of the new Sustainable Biz Canada and an advertising program consultation call 1 855-569-6300 or email sales@sustainablebiz.ca

Website

Bigger ads.
Better value.

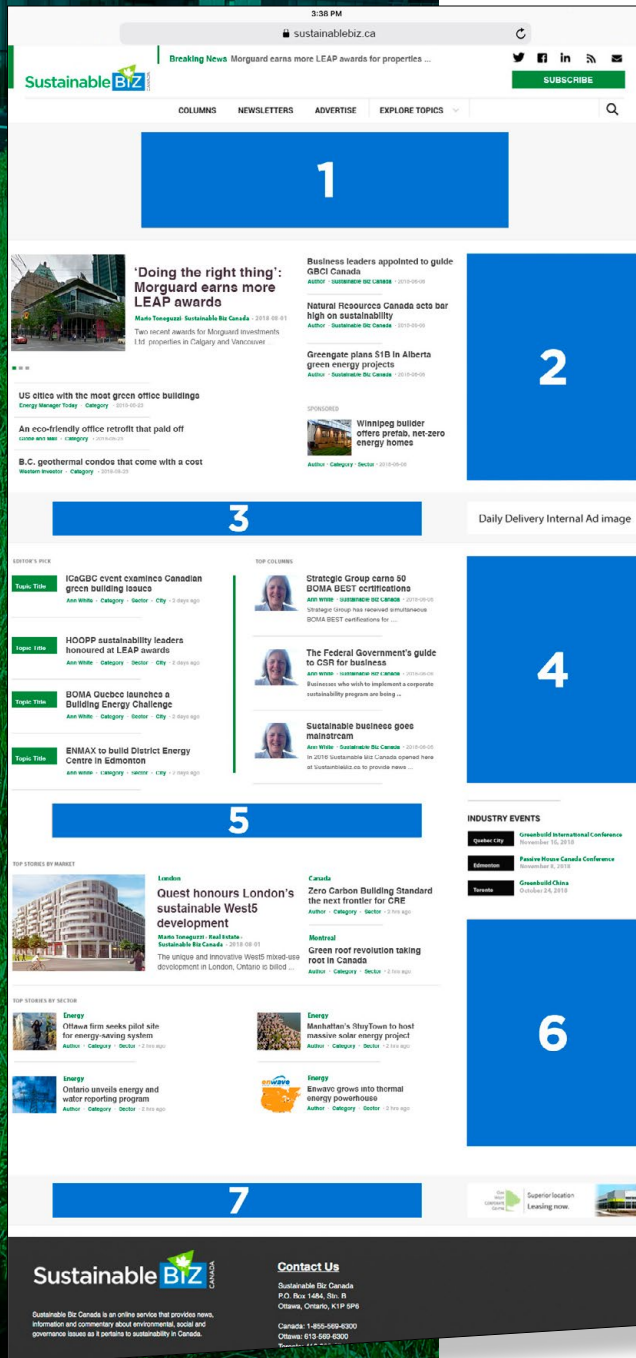
NEW
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A totally redesigned
user-friendly website

- Home page breaking news headline
- Simplified marquee space
- New section for editor's picks
- Featured columns from industry experts
- Top stories by city and topic
- Up and coming industry events
- Simplified subscriber sign-up
- User-friendly mobile version
- New powerful search engine
- Explore Topics pulldown for trending news

A big and bold
advertising program

- 7 well placed options
- Large highly visible ads
- Highly strategic ad locations



Website Ad Dimensions

1. Top leaderboard 970 x 250
- 2, 4, 6. Rectangle 450 x 600
- 3, 5, 7. Leaderboard 970 x 90



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Newsletter

A streamlined,
concise BI-WEEKLY

NEW
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A bi-weekly snapshot of
sustainable business in Canada

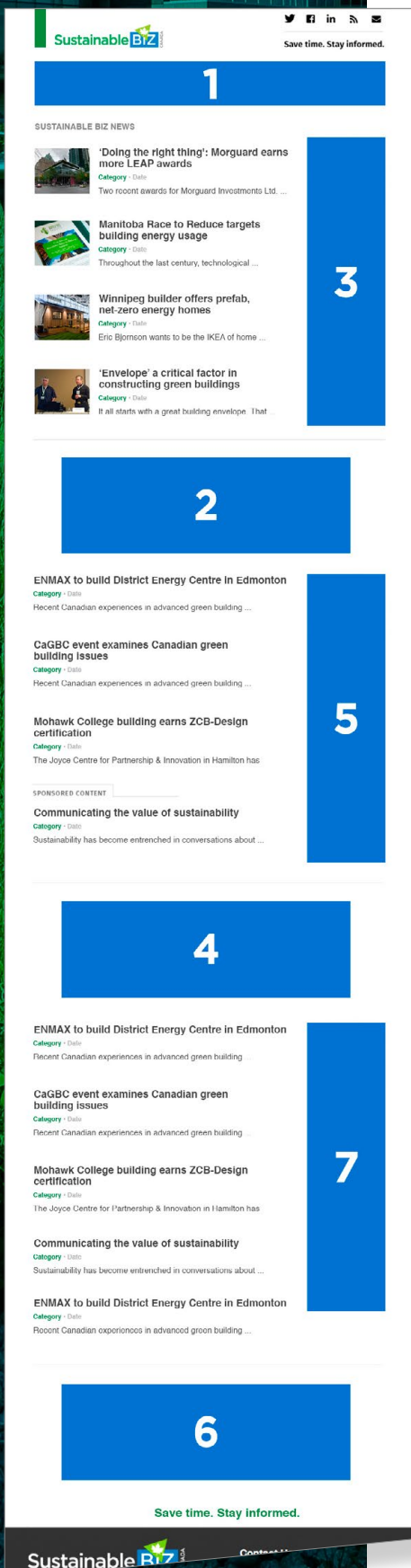
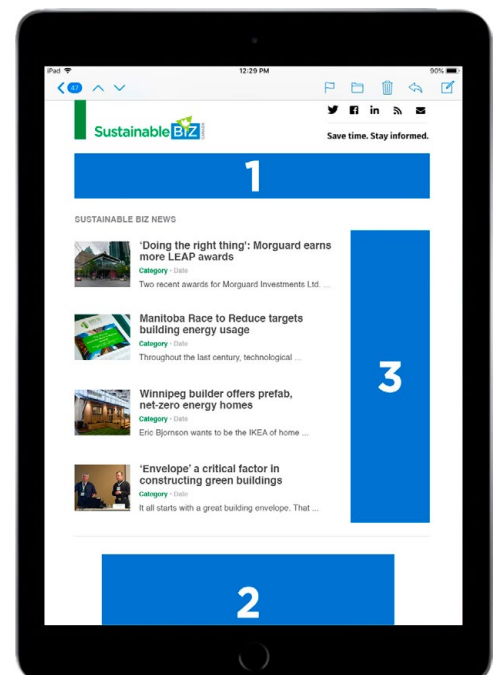
- Informative SBC stories in every issue
- Re-publish of breaking news stories
- Curated stories from other media
- Featured columns from industry experts
- Tidy, streamlined newsletter layout
- All the news in one timely newsletter

A distinctive, streamlined
newsletter ad program

- A larger leaderboard ad
- Billboards in dedicated spaces
- Evenly spaced skyscrapers
- All ads larger than in 2018

Newsletter Ad Dimensions

1. Leaderboard
728 x 188
- 2, 4, 6. Billboard
600 x 200
- 3, 5, 7. Skyscraper
160 x 600



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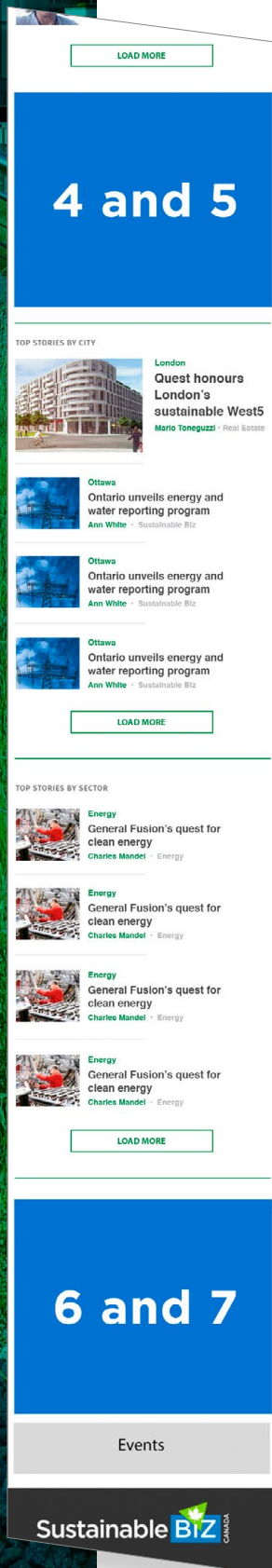
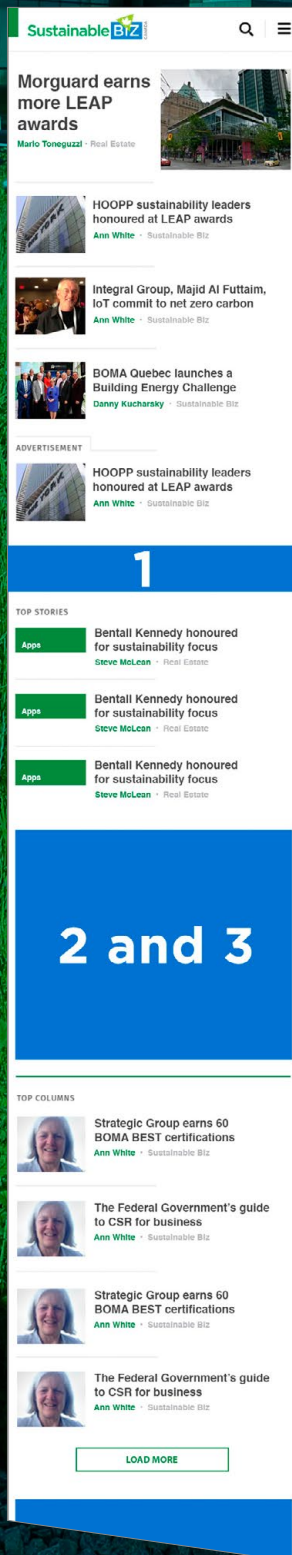
Mobile

An entirely new mobile design

NEW
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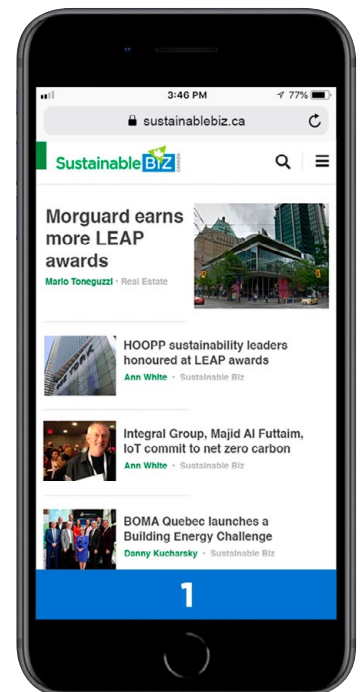
New in 2019: All SBC ad programs will include a mobile component.

Fewer ads. Higher placements. More exposure to the growing mobile market.



1. Sticky Leaderboard

Ad is locked into place so that it does not disappear when the user scrolls down the page.



Mobile Ad Dimensions

1. Sticky Leaderboard 300 x 50

2-7. Rectangle 300 x 250

Daily pricing of ad programs

Ad programs are available for each business day, Monday to Friday and include website, newsletter and mobile exposure at one daily rate.

Website and mobile exposure:

20% - Top leaderboard

10% - All large rectangles & leaderboards

SBC Blended Advertising Programs

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No.	Location	Ad Type	W	H	Daily
1	Website	Top leaderboard	970	250	\$225
	Newsletter	Top leaderboard	728	188	
	Mobile	Sticky leaderboard	300	50	
2	Website	Top large rectangle	450	600	\$225
	Newsletter	Top billboard	600	200	
	Mobile	Top medium rectangle	300	250	
3	Website	2 nd leaderboard	970	90	\$100
	Newsletter	Top skyscraper	160	600	
	Mobile	Top medium rectangle	300	250	
4	Website	2 nd large rectangle	450	600	\$175
	Newsletter	2 nd billboard	600	200	
	Mobile	2 nd medium rectangle	300	250	
5	Website	3 rd leaderboard	970	90	\$75
	Newsletter	2 nd skyscraper	160	600	
	Mobile	2 nd medium rectangle	300	250	
6	Website	3 rd large rectangle	450	600	\$125
	Newsletter	3 rd billboard	600	200	
	Mobile	3 rd medium rectangle	300	250	
7	Website	4 th leaderboard	970	90	\$50
	Newsletter	3 rd skyscraper	160	600	
	Mobile	3 rd medium rectangle	300	250	
8	Newsletter only	4 th billboard	600	200	\$40
9	Newsletter only	5 th billboard	600	200	\$30



Purchase by the month, quarter, year, or bi-weekly. Lets talk.

Breaking News

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Exclusive advertising opportunity

The latest industry news delivered within minutes from when it breaks.

- Emailed to all SBC subscribers
- Approximately 48 per year, one per week

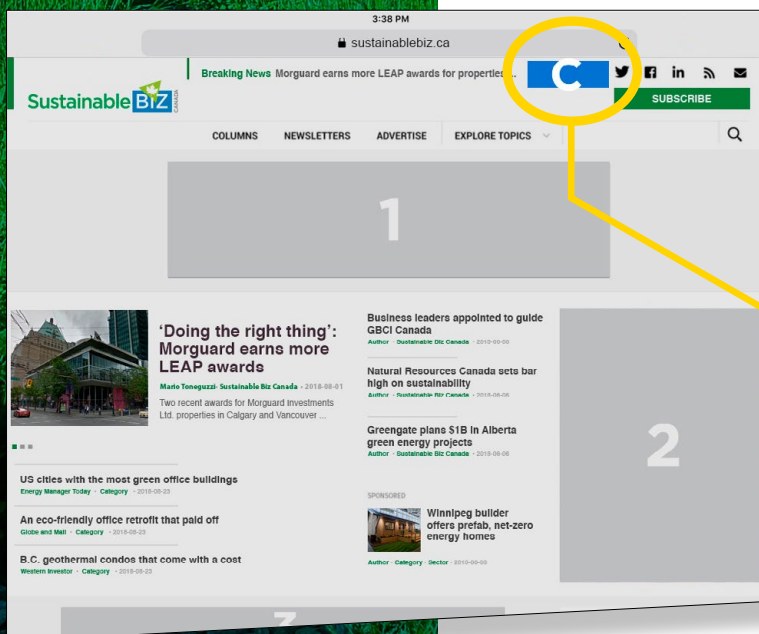
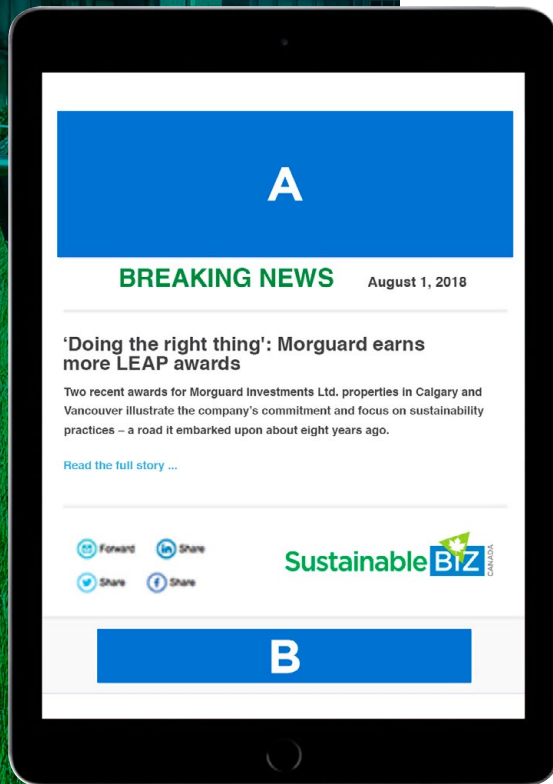
In a 2018 survey, over 80% of SBC readers viewed the breaking news service positively.

- Above average ad click through rate
- Consistently achieves 35%+ email open rate

BONUS! Premium placement of your company logo next to the breaking news headline on the SBC homepage.

Breaking News Ad Dimensions

- A.** Top billboard 600 x 200
- B.** Lower banner 468 x 60
- C.** Homepage logo 150 x 50



Sponsored Content

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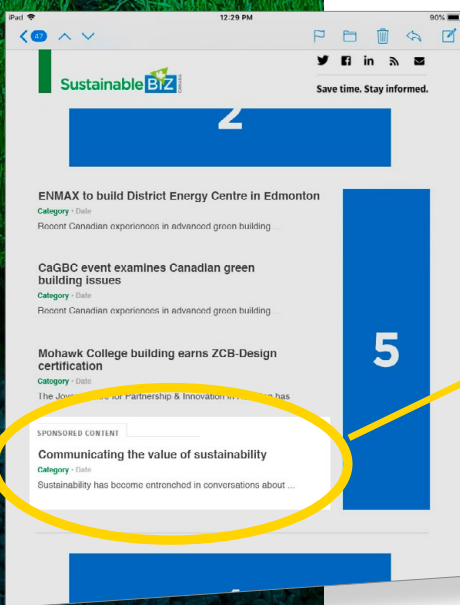
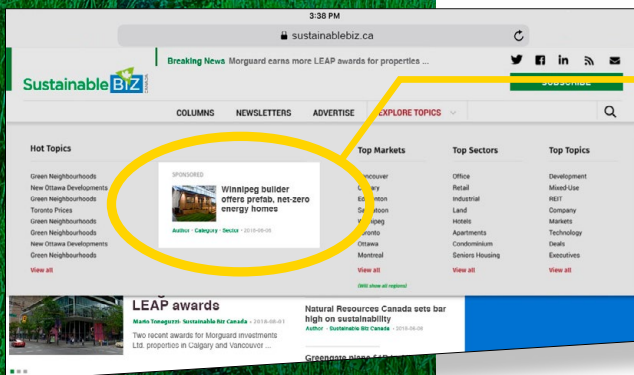
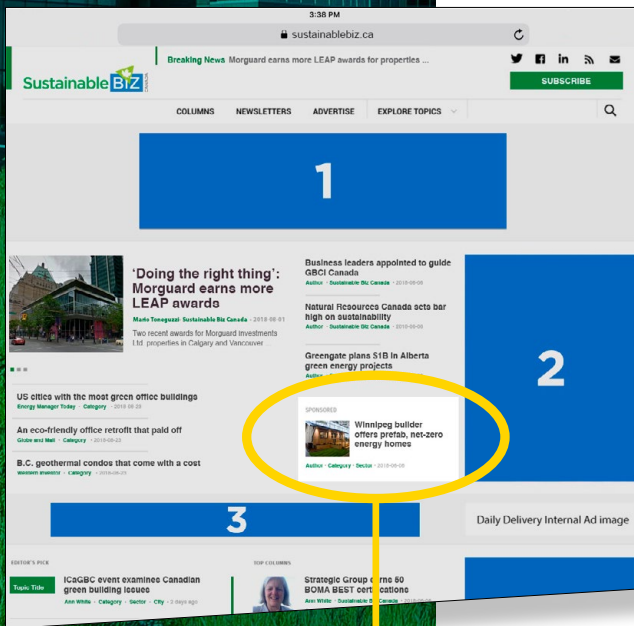
High profile premium placements with headline, image and sponsor's name as well as the sponsor's content page.

A prominent location on the SBC homepage.

Embedded in the centre of the SBC Explore Topics dropdown.

Highlighted with an image and label in the SBC newsletter.

Sponsor clearly identified on the content page.





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