



MulticomMedia ONLINE

From banner/pop-up ad placements and business directories, to online versions of Multicom print products/supplements – visitors from around the world access Multicom’s web sites, Canada’s largest diversity online publisher.

According to comScore/dunnhumby research, online advertising contributes an offline retail sales left faster than TV advertising. Razorfish’s 2009 “FEED: Digital Brand Experience Study”, indicated that 97.1% of respondents had an online experience with a brand that influenced their purchase decision; 64.1% made their first purchase from a brand based on a digital experience.

“[Canada’s] internet advertising has grown at a double-digit rate in the face of low, no, or negative growth in other countries.”

– Paula Gignac, President of IAB Canada

WHO’S ONLINE

- 82% of Canadians notice online advertising (Ipsos Digital Trends, June 2010)
- 68% of Canadians online have clicked on a web advertisement – a significant increase as compared to 48% in 2008 and 42% in 2007)*
- Newspaper websites are visited by 86% of Canadians who are online (compared to 71% in 2008 and 75% in 2007)*
- 76% of Canadians online have purchased products or services online and 73% comparison shop online (up from 67% and 69%, respectively, in 2007)*
- 86% of Canadians have access to the Internet from any location*
- In 2009, 81% of Canadians had home Internet access (compared to 78% in 2007, 70% in 2005 and 64% in 2004)*
- On average, Canadians with Internet access spend an average of 24 hours/week online (up from 18 hours/week in 2008)*

* Source: The Ipsos Canadian interactive Reid Report, June 2010

EDITORIAL CONTENT FEATURES

	Founded	Language	Frequency	e-Newsletter
Corriere.com	1997	Italian	Daily	Daily
CorriereTandem.com	1998	English	Weekly	Weekly
MyTownCrier.ca	2002	English	Weekly*	Weekly
EiCorreo.ca	2003/2006	Spanish	Daily*	
VaughanToday.ca	2007	English	Daily*	
MyTorontoToday.ca	20011	English	Weekly*	

* Content complements print edition, plus additional content

SPECIFICATIONS & TECHNICAL REQUIREMENTS

FILE SIZES:

Banner 468 pixels x 60 pixels	Small Banner 400 pixels x 51 pixels*
Button 120 pixels x 60 pixels	Big Box 300 pixels x 250 pixels
Tile 120 pixels x 120 pixels**	Leaderboard 728 pixels x 90 pixels

* Town Crier e-Newsletter only **Correo Canadiense only

FILE FORMATS:

GIF (static or animated), JPG, PNG, Flash accepted.
Max file size: 40k

“...the addition of online to the media marketing mix improves the performance of traditional media with respect to key brand metrics including aided and unaided awareness and brand loyalty.”

(Source: Interactive Advertising Bureau)

ADDED VALUE

Sponsorships and promotional opportunities available on request. Materials, design and technical services also available.

Pricing can be based on one buy/ one web site; multiple site rate negotiable. Contact us for rates.

CONTACT US

MulticomMedia

101 Wingold Avenue / Toronto, ON CANADA / M6B 1P8

Tel: **416-785-4300** / Toll Free: **1-877-503-5077** / Fax: **416-488-3671** / Email: **info@multicommedia.ca**

www.MulticomMedia.ca

Multicom Media Services is a subsidiary of Multimedia Nova Corporation
www.MultimediaNova.com



MulticomMedia ONLINE

From banner/pop-up ad placements and sponsorships, to online versions of Multicom print products/supplements with interactive features – visitors from around the world access Multicom’s websites, Canada’s largest diversity online publisher.

A recent Department of Canadian Heritage poll indicates that computers are one of the first purchases immigrants make... and that they are also heavy users of the Internet to remain connected to their home countries and learn about their new one.

SIZES (APPROXIMATE PROPORTIONS)

Leaderboard (728 x 90 pixels)

Run of Site - All Site Sections

Big Box (300 x 250 pixels)

VaughanToday.ca, ElCorreo.ca, MyTownCrier.ca
MyTorontoToday.ca

All Article Pages

Banner (468 x 60 pixels)

ElCorreo.ca, MyTownCrier.ca, Corriere.com, CorriereTandem.com

Run of Site
All Site Sections

Also Available on MyTownCrier.ca:

Small Skyscraper ROS

(125x240 pixels)

Large Skyscraper ROS

(125x600 pixels)

e-Newsletter Banner

(468x60 pixels)

Square Button

(125 x 125 pixels)
MyTorontoToday.ca
VaughanToday.ca

Run of Site
All Site Sections

Button (120 x 60 pixels)

Corriere/Tandem

Run of Site
All Site Sections

Tile (120 x 120 pixels)

ElCorreo.ca

Run of Site
All Site Sections

FILE FORMATS

GIF (Static or Animated)
JPEG • PNG • SWF

RATES

Pricing can be based on one buy/one website (may require a minimum 5-6 week commitment). Multiple site buy negotiable. Exclusive positioning may be available. Please contact us for more information.

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