



Northwest Territories
CANADA

WEB ADVERTISING RATE CARD



ADVERTISING OVERVIEW ►

The Northwest Territories Tourism website receives over 600,000 unique visits per year. On average, a visitor views 10 to 12 different pages and stays on the site for about six minutes. One third of all visitors download material from the site. For 2009, with a new website, we are projecting an increase in the number of unique visitors and are introducing new ways to get more visitors to operator sites. One way is via paid advertising on the site.

SITE HOME PAGE ►

HOT DEALS

A box on the home page leads users to current hot deals. Hot deals are special, time-limited discounts, last minute deals, other specials, with a set life span. When the user clicks on Hot Deals, they are presented in a popup-box on the home page. This box has forward and reverse functions, so the user can click through all the hot deals listed. There is no restriction on the number that can be placed in this prime selling location.

HOME PAGE DISPLAY (TOP)

There is one advertising button in the upper half of the left side of the home page. This button is a prime advertising location, since the ad will be viewed by every unique visitor to the site. Up to six advertisers will be automatically rotated in this position.

HOME PAGE DISPLAY (LOWER)

A smaller advertising button is available on the lower portion of the home page. Since many people scan the entire home page before moving on to other pages, this location will also attract many eyeballs. This ad button will be smaller than the button at the top of the page, and can also accommodate a rotation of up to six advertisers.

SECTOR / TOPIC PAGES ►

SECTOR/TOPIC DISPLAY AD – LARGE BUTTON

This ad button is located in the prime, upper right portion of a sector/topic opening page, and also appears on all subsequent pages within that sector. For example, if you purchased an ad on the fishing sector opening page, the ad would appear on all fishing sub pages. Currently you can choose to purchase an ad within one of the following sectors: aurora/winter, sport fishing, sport hunting, outdoor adventure, touring. Or you can choose to place your ad within a specific region/section or on the *Where to Stay* or *How To Get Here* sections. Up to six ads can be rotated within each of these positions.

SECTOR/TOPIC DISPLAY AD – SMALLER BUTTON

This advertising button is located on the lower left of the sector/subject pages and also appears on all subsequent pages. It is similar to the larger button, but does not have as high a position on the page.

ADVERTISING OPPORTUNITIES

WEB SPECIALS ►

Within each product area of the What To Do Section (Aurora, Fishing, etc.) there is a box which directs visitors to specials within that sector. Specials in this area can be input by the operator (access via password) are time limited, and are free

for NWT Tourism members. All specials will be displayed in a similar format. The specials box will display a list of specials currently on offer, and the viewer can see your special by simply clicking on the name in the box.

TECHNICAL REQUIREMENTS

All ads should be supplied as jpgs or gifs. Dimensions and file sizes are specified below for each ad.

HOT DEALS

450 pixels wide 300 pixels deep.
Not to exceed 20 kb - 55 kb

HOME PAGE DISPLAY

(TOP LEFT, LARGER) 205 pixels wide x 140 pixels deep. Not to exceed 17 kb.

HOME PAGE DISPLAY

(LOWER LEFT, SMALLER) 180 pixels wide x 110 pixels deep. Not to exceed 17 kb.

SECTOR/TOPIC PAGE DISPLAY

(TOP RIGHT, LARGER) 220 pixels wide x 140 pixels deep. Not to exceed 17 kb.

SECTOR/TOPIC PAGE DISPLAY

(LOWER RIGHT, SMALLER) 180 pixels wide x 110 pixels deep. Not to exceed 17 kb.

SPECIALS

Once text filled in by operator, these will be displayed automatically in a set format.

MAKE UP OF WEB ADS

If you require design assistance, the cost for each ad will be \$100 per ad, plus the placement cost. If you purchase six months or longer for an ad, make up costs will be included in the placement cost. Ads that do not follow the above specifications, may incur costs for necessary changes.

MEMBER WEB ADVERTISING RATES ►

INTRODUCTORY RATES 2009 ► EFFECTIVE NOVEMBER 15, 2008 TO DECEMBER 31, 2009

SUGGESTED RATE CARD	1 MONTH	3 MONTHS	6 MONTHS	FULL YEAR
HOME PAGE				
Home Page Display – Top Rotating: Maximum of Six	\$125	\$300	\$550	\$1,000
Home Page Display – Lower Rotating: Maximum of Six	\$75	\$200	\$375	\$700
SECTOR/TOPIC PAGES				
Sector/Topic – Larger Button Rotating: Maximum of Six	\$100	\$250	\$450	\$750
Sector/Topic – Smaller Button Rotating: Maximum of Six	\$60	\$150	\$275	\$500
<i>For Sector/Topic buttons, you can choose from the following:</i>				
• Aurora	• Fishing			
• Hunting	• Touring			
• Outdoor Adventure	• How to Get Here			
• Dining/Shopping	• Where to Stay (hotels, B&Bs)			
• Regions (total of 8)				
	1 WEEK	2 WEEKS	3 WEEKS	4 WEEKS
HOT DEALS				
These should change more frequently. On home page, pop up on home page. Can include 12 or more.	\$60	\$110	\$150	\$195

Non-members add 15% to above rates.

FOR MORE INFORMATION OR TO PLACE AN AD CONTACT:

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