

2010 Web Marketing Opportunities

Online Advertising Program Details

As part of the new Web Marketing Partnership Program for 2010, operators may purchase Banner Ads or Text Links on specified pages within novascotia.com. Below is the pricing and criteria information required for participation in the program.

Please note that the placements are offered on a first-come first-serve basis available for booking on March 1, 2010.

Banner Pricing & Criteria:

- Banner Ad - \$100/month/page
- Ad size is 172 pixels wide by 173 pixels high, jpeg format.
- We highly suggest that operators include a retail call to action within their creative, as retail messaging has proven to provide the best return in the past.
- The banner ad must promote Nova Scotia based content.
- Operators are asked to also submit the URL of the exact location in which their banner ad should click through to. If your banner ad contains a retail message, we highly suggest the URL drives website visitors to a page within your website which contains further information on this retail offer.
- At this time we cannot accommodate animated creative, such as Flash or GIF formats.
- Limited to 1 banner ad per page.
- The ads are displayed random and update on refresh. The number of banner advertising spaces is a maximum of nine each per page.

Text Link Criteria:

- Text Link - \$50/month/page
- All Text links must include a retail call to action
- Text links must include Nova Scotia based content.
- Character limits for all text links is between 80 and 100 characters (including spaces).
- Operators are asked to submit the URL of the exact location in which their text link should click through to. We highly suggest the URL drives website visitors to a page within your website which contains further information on your retail offer.
- Limited to 1 text link per page.

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