

ParentsCanada.com



ParentsCanada Group of magazines has a well established and vibrant online community at www.ParentsCanada.com

- ✎ **WITH OVER 45,000 REGISTERED MEMBERS**
- ✎ **FEATURING A ROBUST ARCHIVE OF PARENTING INFORMATION AND INTERACTIVE FEATURES.**

INTERACTIVE TOOLS

- Baby Name Finder
 - Growth Chart Calculator
 - RESP Calculator
 - Body Mass Index Calculator
 - Symptom Checker
 - Pick-A-Pet
 - Ovulation Predictor
 - Due Date Calculator
 - Life Insurance Needs Calculator
- *Ask about tools available for sponsorship*



PROMOTIONAL OPPORTUNITIES INCLUDE:

- Banners, buttons and boxes
- Online newsletters and email blasts
- Content sponsorship and integration
- Microsites and contests
- Online research

PARENTTALK COMMUNITY

ParentsCanada.com hosts an involved forum where members can interact with each other relating to important issues associated with parenting.



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ONLINE Marketing Programs

STANDARD AD UNITS

- **Leaderboard** 728 pixels wide by 90 pixels high: **\$30 CPM**
- **Skyscraper** 160 pixels wide by 600 pixels high: **\$25 CPM**
- **Big Box** 300 pixels wide by 300 pixels high: **\$25 CPM**

**Rates are for ROS campaigns, channel targeting available for a \$10 CPM premium*

✎ Custom Microsite

Created, hosted, maintained and developed by ParentsCanada specifically for sponsor. Promoted on ParentsCanada's homepage and secondary pages also linked to the sponsor's site: **\$1000/month**

✎ Online Newsletter

Sponsor messages with link to site included in electronic newsletter sent to ParentsCanada members: **\$40 CPM**

✎ eblast

Exclusive email blast with link to site sent to ParentsCanada members: **\$125 CPM**

✎ Content Sponsorship

Relevant editorial content with your "Sponsored by" logo and link to your site: **\$200/month**

✎ Online Contest

Monthly contest with sponsor logo and prize product featured on homepage and secondary pages: **\$500/month**

✎ Research Program

Conducted with 40,000 Canadian parents with children under 12. Guaranteed 500 responses, 2-week turnaround: **\$10,000**

**Production charges applied as required.*

