

# MONCTON SPCA WEBSITE AD SPECS



The Moncton SPCA is the largest animal shelter east of Montreal, handling upwards of 7,000 animals per year. The organization has been working in the community since 1956, with its territory running north from Moncton to Rexton, west from Moncton to Sussex, and east from Moncton to Sackville – and all points in between.

In 2007, the Moncton SPCA invested in a completely new website – [www.monctonspca.ca](http://www.monctonspca.ca). Since then, the results and feedback have been phenomenal. In the past year alone:

- Nearly 4,500 unique visitors per month
- 10,000+ visits per month
  - Average of 10 pages per visit
  - Vast majority of visitors from New Brunswick
- 100,000+ pageviews per month
- Average time on site: 4.5 minutes

The Moncton SPCA is currently selling space in four areas on its website. These ads appear on EVERY PAGE of the site, offering full exposure to advertisers.



## Option 1: Banner ad (460 X 60)

**Description:** One banner ad that appears at the top of each webpage.

**Availability:** Banners are rotated between advertisers, including one “Advertise Here” banner from the Moncton SPCA.

**Cost:** \$125 per month

## Option 2: Block ads (180 X 150)

**Description:** One of three block ads that appear at the bottom of each webpage.

**Availability:** Advertisers may purchase one or more blocks per month that will rotate between advertisers.

**Cost:** \$85 per month per block

## Terms:

- Banner design services available if required.
- Monthly purchases only (i.e. no “weekly” purchases)
- Advertisers are welcome to purchase several months worth of blocks in advance
- Terms are net 30 days upon signed contract.

An **effective** and **affordable** way to target New Brunswickers online. Your ad will cycle through **EVERY** page, not just the homepage.

[www.monctonspca.ca](http://www.monctonspca.ca)

**WHEN YOU WANT TO TARGET NEW BRUNSWICKERS.**

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