WEB AD RATES

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EFFECTIVE MAY 2012



Readers of The Scope online are young, well-educated, and engaged in city life. They are interested in local culture, nightlife, and politics. Thescope.ca targets readers in the St. John's metro area with fresh content added daily.

Average Visits 2,004 visits per day between March 1, 2012 - March 31, 2012

Average Page Views 2.39 page views per visitor, March 1, 2012 - March 31, 2012

ADVERTISE ONLINE

All ad slots can be either purchased for a specific length of time, or by number of impressions. All web ads appear above the fold line.

IMPRESSION-BASED CAMPAIGNS

An impression is counted every time one of your ads is viewed by a visitor. When you purchase advertising based on the number of impressions, you decide on how much you want to spend and how long you want your ads to run. Impressions are sold on a cost-per-thousand basis, or CPM. A $15 CPM means your ad will be viewed a thousand times for every $15 you spend. Your ad will be served in rotation with other ads.

EXCLUSIVE CAMPAIGNS

Your ad will be featured exclusively in the designated space. First come, first served.

AD SIZE	PRICE	
	Per 1000 Impressions	Exclusive Weekly Rate
Leaderboard *728 width × 90 height pixels*	$15 CPM	$430
Medium Rectangle *300w × 250h pixels*	$15 CPM	$430
3:1 Rectangle *300w × 100h pixels*	$10 CPM	$290
Button *120w × 90h pixels*	$5 CPM	$140

Last minute daily rates may be available.

DEADLINES

Ad material should be received at least three business days prior to start of campaign. We recommend booking as far in advance as possible to secure desired placement.

SPECS

No pop ups or fly outs. Animation length 15 seconds maximum. Ads can play automatically but must have sound off. We accept JPEG, GIF and SWF formats (SWF ads must include a ClickTAG in order to be clickable). All ads should be 70K or less.

The Scope | St. John's Cul...

thescope.ca

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thescope

ST. JOHN'S WEBSITE

SEX SURVEY

HOW DO YOU DO IT? LET US KNOW IN OUR ANONYMOUS SURVEY

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LEADERBOARD

We're looking for an amazing Production Assistant

Print edition



February 2011

BROWSE BACK ISSUES

Popular stuff

Features



Waiting for Geoff

StitchUp



StitchUp for Friday, February 4th

RPM Challenge



159 Newfoundland and Labrador bands registered for RPM Challenge

Music



Track by track with



RPM Challenge 2011 Mid-Month Roundup

More than 160 local bands are working on an album for this year's RPM Challenge. Sarah Smellie takes a quick look through the list.

RPM Challenge | Leave a comment | Read more »



Track by track with the new Hey Rosetta! album, Seeds

An interview with lead singer Tim Baker.

MEDIUM RECTANGLE

3:1 RECTANGLE

Music Listings

<< Feb 2011 >>

S	M	T	W	T	F	S
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	1	2	3	4	5

Other Listings

Community events

BUTTON

FREE ONLINE CLASSIFIEDS

FREE Diabetes Exercise Program for Older Adults (55+)