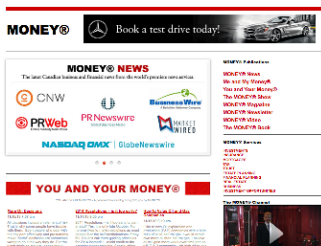


MONEY®

2014 MEDIA KIT

Financial Services Audiences & Advertising

ONLINE



MONEY.CA + 400 Sites



Google

YAHOO!

bing

YouTube

PRINT



MONEY® Magazine



MEDIA



YOU AND YOUR MONEY®

ME AND MY MONEY®

VIDEO



MONEY® Video

The MONEY® Channel

The MONEY® Station

CNW

BusinessWire
A Berkshire Hathaway Company
Canada

MARKET WIRE

PRWeb
Online Visibility from Voice

PRNewswire
United Business Media

NASDAQ OMX | GlobeNewswire

BROADCAST



The MONEY® Show



MONEY®

2014 MEDIA KIT

Financial Services Audiences & Advertising

ONLINE

MONEY.ca

The MONEY® Network

MONEY.CA and 400+ Canadian financial keyword websites and data gathering landing pages.

- Premiere destination place Online - Money.ca - is the place for all things Financial services.
- Customizable Online advertising packages are available.
- 100,000 monthly users and visitors The Money Network entire.
- Money Newsletter - 10,000+ opt in online Money Members. (we can send your message to thousands of Canadians) Constant Contact

728x90 Leaderboard

The 728x90 appears atop 95 % MONEY® Online media properties including MONEY.ca, MutualFund.ca, and 300 financial services sites.

300x250 Square

The 300x250 Banner appears in the context of content further down the page.

- Book with a MONEY® Magazine ad and save 10% on your first invoice.
- Rates starting from \$60/CPM or Monthly from \$299.00
- 500.00+ Exact financial product keyword site and destination space and landing page.

Industry Related Financial Keyword Property Lease - \$500.00+ per month exclusive exact organic keyword site and landing page.

Example: GuaranteedInvestmentCertificates.ca
GuaranteedInvestmentCertificate.com

\$1000.00 per month for guaranteed number one positions for social media sites and yahoo google bing youtube.

Special Events - Seminars - Symposiums and Trade Show marketing and pre-registration.



PRINT

MONEY® Magazine

- MONEY® Magazine is Canada's source for in depth news, reviews, and interviews.
- Published **Quarterly**.
- Circulation: 3000 +
- Sold Nationwide at Chapters / Indigo, By Subscription, By Demand!

Rates:

Full Page Ad: 8.125"x10.875" = \$600

Half Page: 8.125" x 5.4375" = \$300

Quarter Page: 4.0625" x 5.4375" = \$200

Formats: PDF, TIFF, EPS

CMYK, 300 dpi, .125" Bleed

Business Card: Approx. 3.5" x 2" = \$100

Includes - Photo, Logo, Contact Info assembled by MONEY® Magazine.

Advisors Corner: 1/4 Page = \$125 - Photo, Logo, Contact Info assembled by MONEY® Magazine.

Investment Marketplace: \$300 Weekly**

3000+ Highly Targeted Financial Readers

BROADCAST

The MONEY® Channel

The

The MONEY® Station

MONEY® Show

Internet and Cable Ready TV Show
Starting at \$2000* per weekly episode.

We are currently seeking principal sponsors for **The MONEY® Show.**



The Money Show is available in as Described Video or DV for visually impaired audiences.

Canadian Financial Literacy Network approved material, information and education.

For more specific information and pricing details please contact James Dean at 416-360-0000.

MEDIA

MONEY® Media

Media Partners: Newswire Marketwire Businesswire, Prweb, Pnewswire, Globenewswire, Accesswire, Fscwire, 24-7Pressrelease.com, The Canadian Press

MONEY® Media Press Release - \$1000 including preparation of release as well as accompanying video for maximum penetration online.



PRNewswire
United Business Media



VIDEO

MONEY® Video



1 to 2 minute HD video only with talking points and treatments (no live video shoot). For use with Press Release, Youtube, or Corporate Site. \$600.00

MONEY® Video Shoot - half day all inclusive. MONEY® Media will produce, shoot, and edit a HD Broadcast quality commercial for web, tv, or internal corporate use. \$2000.00

Advertise on the MONEY® Video Network. Place your customized MONEY® Media video or ready to use video to advertise on the MONEY® Video Network.

VideoRelease.org



1-800-789-1011.ca - Call before you click

The strategic Financial Call Centre number is designed to handle hundreds of random and specific Canadian financially related inquires daily.

MONEY®

2014 MEDIA KIT

Financial Services Audiences & Advertising

SPECIAL OFFER!!!

TRY ALL OUR A LA CARTE SERVICES FOR ONLY **\$1500**
WITH OUR **5 PRONGED MARKETING ATTACK**

1st Time Client - Initial Offer

- Full-page **MONEY® Magazine advertisement** plus **advertorial**.
\$600.00 - New clients only. One time offer.
- **Advertorial plus Press Release** - written and/or co-written by MONEY®.
\$600.00 + \$300.00 (writing services).
- **Professional Press Release** plus **Custom 30 second video** - \$600 + \$300.
- **Web Banner Creative** - \$300.
Rotating banners - \$100 Monthly*
- **Money.ca Super Blog** - complete profile and network access - \$100 Monthly*
- **MONEY® ROI** (Return on Influence)
- **Center of Influence** - high gloss - **MONEY® Magazine** delivered to your clients, associates and peers with intention.
- 100 Complimentary copies of **MONEY® Magazine** with retail value \$5.95 Each - value \$600.00 +

Our Value Proposition
\$1500.00 per quarter + hst

* Max 12 premium financial clients per quarter with non-compete client focus and appeal.

The MONEY® Vertical

- Online marketing and promotion.
- Prestige print publication advertising quarterly.
- Top press, news media release and social media experts.
- Video and financial advertising commercial production.
- Television and cable ready.

Money Media can Dominate!: Yahoo, google, Bing, Youtube, Social Media and your exact target market.

Agency Partner: google - organic SEO/SEM tools plus efficient pay-per-click campaign management.

The 5 Pronged Marketing Attack.

A new and most efficient way to attract, engage and retain your exact financial and high-net worth target market.

Retail Value Over \$3000.00

With **MONEY® Media** - Pay Only

\$1500.00

Contact us for exclusive programs, campaigns and plans.

MONEY®

2014 MEDIA KIT

Financial Services Audiences & Advertising

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twitter: @money_canada / @canadian_money

Find us on Facebook

1-800-789-1011 or 416-360-0000



Corporate accounts are billed all other transactions are paid through e-commerce.
MC Visa American Express and INTERAC Online accepted.

