

# Advertisers' Media Kit



CANADIAN  
MORTGAGE  
TRENDS.COM

Canadian Mortgage Trends (CMT) is Canada's preeminent mortgage information resource with more than 550,000 annual readers.

CMT's popularity stems from award-winning down-to-earth content written by mortgage professionals, as opposed to journalists from "outside the trenches".

CMT articles are authentic, objective and straightforward – essential qualities for busy mortgage consumers and industry professionals.

Content ranges from rate advice and mortgage strategies to insider interviews and new mortgage reviews. The majority of CMT's content isn't available anywhere else.

As an advertiser, your message will appear amid this highly sought-after information.

## Statistics and Demographics

On average, CMT hosts over 90,000 monthly impressions and 30,000 unique visits. 60% of page views are from repeat visitors, reflecting considerable reader loyalty.

Readership consists predominantly of mortgage consumers and personal finance enthusiasts, as well as an audience of mortgage professionals that numbers in the thousands. CMT's subscribers include executives, brokers and staff from virtually every major lender and brokerage firm across the country.

**Canadian Mortgage Trends**  
canadianmortgagetrends.com  
info@canadianmortgagetrends.com

## 2016 Advertising Rates

Home Page: Rotating Top Banner 1-month Run (1 of 2) Home Page: Rotating Top Banner 3-month+ Run (1 of 2)	\$1,500 per month \$1,360 per month
Home Page: Rotating Right Sidebar #1 1-month Run (1 of 3) Home Page: Rotating Right Sidebar #1 3-month+ Run (1 of 3)	\$1,150 per month \$1,060 per month
Home Page: Rotating Right Sidebar #2 1-month Run (1 of 3) Home Page: Rotating Right Sidebar #2 3-month+ Run (1 of 3)	\$1,040 per month \$975 per month
News Page: Rotating Top Banner 1-month Run (1 of 2) News Page: Rotating Top Banner 3-month+ Run (1 of 2)	\$1,150 per month \$1,060 per month
Email Notification Banner Ad	\$700 per month
Advertorial	\$595 per article

### Home Page Rotating Top Banner Specs

- Located in the centre of the first column immediately above the lead story. Rotates with a maximum of one other banner. Your banner image can be a .GIF or .JPEG, and should be 728 pixels horizontally by 90 pixels vertically.

### Home Page Rotating Sidebar Specs

#### Right Sidebar #1

- Located on the right sidebar above "Mortgage Careers". Rotates with a maximum of two other buttons. Your button image can be a .GIF or .JPEG and should be 250x200 pixels.

#### Right Sidebar #2

- Located on the right sidebar above "Trending Question" Poll. Rotates with a maximum of two other buttons. Your button image can be a .GIF or .JPEG and should be 250x200 pixels.

### News Page Rotating Top Banner Specs

- Located in the centre of the first column immediately above the latest news story. Rotates with a maximum of one other banner. Your banner image can be a .GIF or .JPEG, and should be 728 pixels horizontally by 90 pixels vertically.

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## Email Notification Specs

- Located top and centre of our email notifications that are sent out to 3,600+ subscribers every time a news story is published (excluding career postings). This is an exclusive position available to a single advertiser. Your banner image can be a .GIF or .JPEG, and should be 728 pixels horizontally by 90 pixels vertically.

## Advertorial Specs

- The advertorial (300-400 words) will be posted like a typical article, but clearly marked as advertorial content. The post will remain in the top news position on CMT's home page for a minimum of 24 hours. It will then descend the home page as new articles are posted. The post will also be accessible via the News page in the same manner editorial is currently available (newest posts at the top). A maximum of one advertorial will be posted to CMT in a two-week period. All copy is subject to approval and editing by CMT for space, grammar and editorial style. CMT reserves the right to reject or cancel any submissions at any time, for any reason in its sole discretion. Request a copy of CMT's Advertorial Guidelines for full details.

## Renewal Procedure

Existing advertisers are provided the first right of refusal on renewal. If your term ends and we haven't contacted you about renewing, your ad will continue running for a period of time as a courtesy. You will be billed from the maturity date if you later decide to renew.

## Other Specs

Maximum file size is ~60 KB. Please do not advertise compensation due to exposure to consumers. For animated .GIFs we ask that there be a pause of 3 seconds between motion, followed by a pause of 23 seconds before animation begins again.

Click tracking is available if requested when ordering. Ads can be changed a maximum of one time per month throughout any contract term.

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