

<b>LEADERBOARD</b> <i>728 pixels wide by 90 pixels high</i>	<b>\$3,500/month</b> based on a <b>CPM of \$70</b> with an estimated 50,000 views per month
<b>BANNER</b> <i>468 pixels wide by 60 pixels high</i>	<b>\$2,000/month</b> based on a <b>CPM of \$40</b> with an estimated 50,000 views per month
<b>SKYSCRAPER</b> <i>120 pixels wide by 600 pixels high</i>	<b>\$2,000/month</b> based on a <b>CPM of \$40</b> with an estimated 50,000 views per month
<b>MEDIUM RECTANGLE</b> <i>300 pixels wide by 250 pixels high</i>	<b>\$1,750/month</b> based on a <b>CPM of \$35</b> with an estimated 50,000 views per month
<b>4-UNIT ANCHOR</b> <i>120 pixels wide by 400 pixels high</i>	<b>\$1,500/month</b> based on a <b>CPM of \$30</b> with an estimated 50,000 views per month
<b>2-UNIT ANCHOR</b> <i>120 pixels wide by 200 pixels high</i>	<b>\$1,250/month</b> based on a <b>CPM of \$25</b> with an estimated 50,000 views per month
<b>1-UNIT ANCHOR</b> <i>120 pixels wide by 100 pixels high</i>	<b>\$750/month</b> based on a <b>CPM of \$15</b> with an estimated 50,000 views per month

### Career advertising: \$295/week (1000 characters or less)

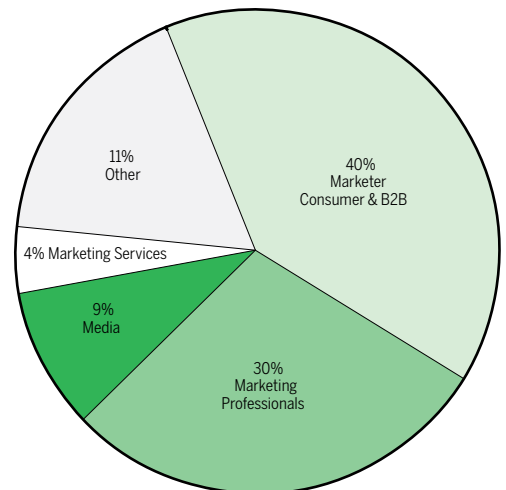
Strategy also offers the following interactive opportunities:

- ▷ **flash interstitials**
- ▷ **career ads**
- ▷ **digital edition sponsorship**

### Who can you reach through [strategymag.com](http://strategymag.com)?

With an average of 67,000 page views a month, [www.strategymag.com](http://www.strategymag.com) has become one of the most important portals for information about the state of the Canadian marketing community. Along with our sister site [www.mediaincanada.com](http://www.mediaincanada.com), we provide both the latest breaking news, and the larger picture issues which affect our industry. Our registered users come from all corners of the business, including the biggest names in B2B and consumer marketing, media buyers and agencies, all forms of media and the service providers which keep it all going.

We also offer advertising opportunities on our monthly Strategy Preview e-newsletter, which is our subscribers first look at the articles in the upcoming print edition, as well as their preview copy of our Digital Edition. With over 5,400 opt-in subscribers, Strategy Preview is an excellent method of directly reaching your audience. Ask your sales rep for more details on this opportunity.



contact your Strategy sales rep today for more details

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