

MEDIA KIT

INFLUENCE THE

INFLUENTIAL

Policy-makers, legislators, academics, journalists and plugged-in young Canadians rely on Policy Options for indepth analysis of the key policy challenges that will shape our future. For 40 years, we've acted as a bilingual forum for dialogue around hot-button issues, featuring a diversity of voices.

Audience segmentation data shows that 83 percent of Canadians who are connected to the government and academic sectors turn to digital publications like ours. We can help you get in front of this educated, affluent and influential audience. Our articles are discussed and shared by key opinion leaders on the Canadian scene, including cabinet ministers, media personalities, and thought leaders from academia.

Our reach extends across Canada and around the world, with a higher concentration of readers in Canadian urban centres -Ottawa in particular. They logged over one million online sessions in 2019, and invested nearly three minutes per article on average. Half of our audience is between the ages of 25-44, a highly engaged, career-oriented group of readers.

If this sounds like your audience, talk to us about featuring your campaign in our pages.

QUICK STATS



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WEBSITE REACH YTD 2020

AVG 141K Users/month 178K Sessions/month 227K Pageviews/month

AGE BREAKDOWN

18-24: 15%, 25-34: 30%, 35-44: 20%, 45-54: 15%, 55-64:11%

TOP CITIES

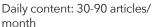
1. Toronto, 2. Ottawa, 3. Montréal, 4. Calgary



OCCUPATIONS

Academics, Government **Employees**, Students

WEBSITE



E-NEWSLETTERS



Subscribers include senior public servants, parliamentarians, NGO and association staff. Open Rate: 30%



PODCAST

Posted biweekly. 1K to 1.5K listens/episode

POLICY OPTIONS POLITIQUES

MEDIA KIT

RATE CARD

| | | | | | Cost per 1,000 impressions (CPM) | | |
|---------|----------------------|---------------------------|----------------------------------|-----------|----------------------------------|-----------|--|
| Ad unit | | Pixel size | Placement | Under 50k | 50k to 100k | Over 100k | |
| 1 | Sidebar rectangle | 336 x 280 | All pages | \$36.00 | \$34.00 | \$32.00 | |
| 2 | Article rectangle | 336 x 280 | Article, podcast and video pages | \$35.00 | \$33.00 | \$31.00 | |
| 3 | Home page skyscraper | 300 x 600 | Home page | \$32.00 | \$30.00 | \$28.00 | |
| 4 | Home page banner | 720 x 300 | Home page | \$31.00 | \$29.00 | \$27.00 | |
| | | | | | | | |
| | E-newsletter banners | \$500 for 3 E-newsletters | | | | | |
| | Podcast | \$500 per podcast | | | | | |

TECHNICAL REQUIREMENTS

| Format | Requirements | | |
|------------------|--|--|--|
| Static | GIF, JPG, PNG; max file size: 150kb | | |
| GIF animation | Max file size: 150kb | | |
| Flash animation | Max file size: 150kb; Please provide a GIF or JPG backup for non-flash enabled devices | | |
| Link destination | Include ad link destination in insertion instructions | | |

AD UNITS

| 720 x 300 | | | | | |
|-----------|-----------|--|--|--|--|
| 336 x 280 | 300 x 600 | | | | |

CONTACT

To discuss further options on how we can help you meet your advertising needs, please contact:

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