

RATES
2007



THE **GATE**

Since debuting in 1999, **THE GATE** has become one of Canada's top independent entertainment web sites with our special brand of news, interviews, features, and reviews.

THE GATE

Canada's online entertainment magazine

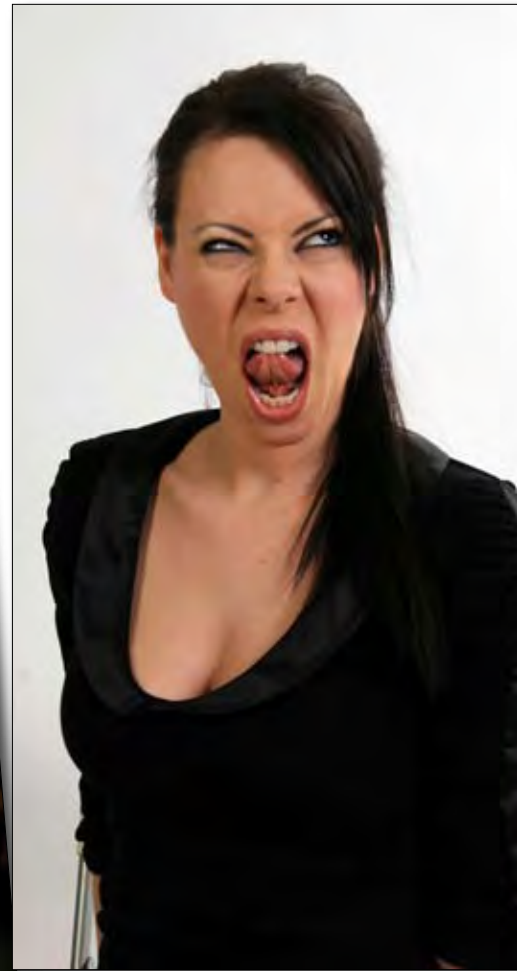
Whether we're covering the latest movie, new music, or one of a number of big events, **THE GATE** is a trusted source of information about the entertainment people want to experience, read about, and discover.

While **THE GATE** enjoys strong support from our Canadian readers, who account for over 47% of all traffic, over the years we've also attracted a large international readership for the same reasons, creating a strong fan base that comes back again and again for our unique stories.

Throughout the year our readers depend on **THE GATE** to deliver interesting articles and photos about some of the biggest events in Canada, including: the Toronto International Film Festival, the Juno Awards, Canadian Music Week, North by North East, the MuchMusic Video Awards, and the Toronto Fringe Festival, just to name a few.

As a respected and widely accredited company with numerous events and organizations across Canada and the United States, **THE GATE** is a reliable vehicle for your advertising message.

ORIGINAL PHOTOGRAPHY



WEB STATS

115,000 Unique monthly visitors
428,000 Monthly page views
4,850,000 Hits per month

97,013 Alexa.com worldwide rank
4,519 Alexa.com Canadian rank

18.7% Add to favorites
517,000 Ad views per month

Males 18-35 – Top demographic
56:44 – Male:Female ratio

Viewers By Country

| | |
|---------------|-----|
| Canada | 47% |
| United States | 34% |
| International | 19% |



AD RATES AND DISCOUNTS

There is no limit to the types of advertising that we can display on **THE GATE**. From video, audio, and text ads, to interstitials, banner ads, and buttons—we can get your message read in any format. Below is our full list of advertising rates for the most common ad formats. We also provide generous discounts should you wish to create a custom campaign using multiple ad formats.

Sponsorship opportunities are also a great way to get your company name or message out to our readers.

Any of **THE GATE**'s features or sections can be sponsored, and that includes our Toronto International Film Festival coverage, our travel coverage and reviews, the photo galleries, or even our blog.

Here are just some examples of the different ad formats and services we offer.

| BANNER ADS | Per Month | 3 Months | 6 Months | Specifications |
|----------------------------|------------------|-----------------------------------|------------------------------|--------------------------------|
| › By Section | \$75 | \$200 | \$360 | No larger than 728 x 90 pixels |
| › Site Wide | \$175 | \$475 | \$840 | |
| FRONT PAGE | | | | |
| | Per Week | Per Month | Specifications | |
| › Large Ad Square | \$150 | \$475 | Located in top-right corner | |
| › Small Rectangle | \$75 | \$240 | Located to right of reviews | |
| › Page Wrapper | \$275 | \$875 | Page background, with banner | |
| SPONSORSHIP | | | | |
| | From | Specifications | | |
| › Features or Sections | \$250 | Highly customizable to your goals | | |
| ALTERNATE OPTIONS | | | | |
| | Per Story | Bulk of 5 | Bulk of 10 | Specifications |
| › News Stories or Contests | \$125 | \$500 | \$900 | Should be site related content |
| TEXT ADS | | | | |
| | Per Month | 3 Months | 6 Months | Specifications |
| › Text Ads (Section) | \$40 | \$100 | \$185 | Maximum of 25 words |
| › Text Ads (Site-Wide) | \$75 | \$200 | \$360 | |

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