

Digital Advertising Opportunities

Opportunity	Pricing	Content Due	Specifics
Landscape Alberta website banner or sidebar ad	\$150 for one month; \$400 for 3 months; \$650 for 6 months; \$900 for 9 months; \$1,100 for 12 months	A week before desired start date	Image size – 220 px X 300 px Displays on every page except the home page; Jpeg format to be supplied
Clippings e-newsletter banner	\$125 for 1 month; \$600 for 6 months; \$1,000 for 12 months	A week before Clippings' deadline	Clippings occurs on first and third Thursday of every month, and is sent to all Landscape Alberta members; banner size: 6" w X 1.5" h, full colour, jpeg
Social media post - sponsored content (Facebook, Instagram)	\$100 for one post; \$225 for 3 posts; \$300 for 6 posts (posted on all 3 social media platforms)	TBD	Advertiser is to supply artwork, text, and desired dates posts to be scheduled. Images in Jpeg format, with text and schedule in a word or PDF document. Advertiser can alter content and post schedule within a reasonable timeline. (See SM image sizes below)
Sponsored blog post	\$250 each	10 days before desired posting date	Article is to be no more than 650 words; images can be included; sizing can vary (final size dependent on article layout); advertiser to provide article text, images, date to be posted, and any formatting specifics (except font)

Facebook

Image size: 1200px by 620px

Twitter

Max 200 characters. Tweet must start with "Sponsored content." Image size: 1024px by 512px

Instagram

Image size: 1080px by 1080px (square) or 1080px by 566px (landscape)

Book Your Digital Marketing!

To book your digital marketing, please email us at
advertising@landscape-alberta.com or call 1-800-378-3198.