

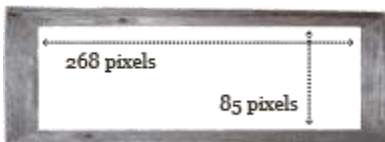
Advertising Pricing Structure



Advertisement Tier One (*Home Page Only*)

This advertisement appears above the fold (scrollable content), in a prominent location on the home page.

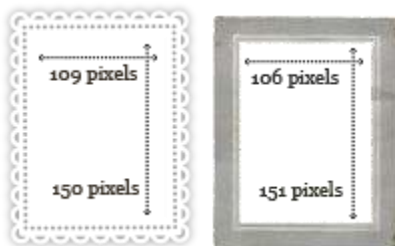
This advertisement spot can accommodate files that have the dimensions of 150 pixels width by 371 pixels height.



Advertisement Tier Two (*Every Page*)

This advertisement tier has page prominence and is available on every page of the Wholly Canadian website.

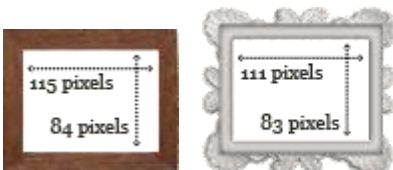
The top advertisement (grey) can accommodate files that have dimensions of 268 pixels width by 85 pixels height. The bottom advertisement (red) accommodates 273 pixels width by 85 pixels height.



Advertisement Tier Three (*Every Page*)

This advertisement tier is ideal for the slightly smaller business and is available on every page of the Wholly Canadian website.

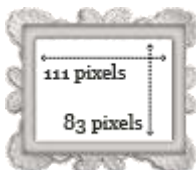
The left advertisement (white) can accommodate files that have dimensions of 109 pixels width by 150 pixels height. The right advertisement (grey) accommodates 106 pixels width by 151 pixels height.



Advertisement Tier Four (*Every Page*)

Our smallest advertising opportunity, this tier's ads are available on every page of the Wholly Canadian website.

The left advertisement (brown) can accommodate files that have dimensions of 115 pixels width by 84 pixels height. The right advertisement (grey) accommodates 111 pixels width by 83 pixels height.



Requirements for Advertising:

To advertise with Wholly Canadian you must meet the following requirements:

1. A Canadian-owned business

and

2. Manufacture and/or retail a substantial amount of Canadian-made products.

Recommendation for dimensions:

Wholly Canadian recommends that you incorporate a 'Safe Zone' into your advertisement – where important text and information isn't placed, as it may be cut-off. We recommend 8 pixels of a safe zone on all sides of the advertisement.