

tribe.ca

NATIONAL RATE CARD #16

SERVICE PROFILE

(English) Launched 1994 as an offshoot of TRIBE MAGAZINE. TRIBE is the huge online community and social network focused on urban living in Toronto and the Greater Toronto Area.

USER PROFILE

Urban, interested in downtown living, music, technology, nightlife, art, culture, and fashion, aged 20 to 34. Eighty percent of site users are from the Greater Toronto Area. 51% male 49% female.

TRAFFIC

3,000,000 page views per month. 190,000 unique visitors per month.

CPM ADVERTISING RATES

	CPM
Top of page Leaderboard 728x90	35
Top 300x250 med. rectangle	35
In content 728x90 leaderboard	35
In content 300x250 med. rectangle	35

DEPENDABLE AND RELIABLE

Third-party ad serving, real-time reports and measurement. For a number of years, TRIBE has worked closely with Google to perfect specialized ad serving software for online communities. Our relationship now includes using Google Ad Manager (GAM) to serve and monitor ad campaigns on TRIBE.

We can target your ads geographically, by time, browser, and a variety of other criteria. We can also target by site section. Ads you buy from TRIBE are served by reliable Google servers. Google measures your campaign and produces reports as to how many of your ads are served into TRIBE so you have third-party confirmation of your campaign.

TECHNICAL REQUIREMENTS

Ad Unit Specs:

300 x 250 GIF/JPEG maximum file size 20K

300 x 250 Rich Media maximum file size 25K

728 x 90 GIF/JPEG maximum file size 25K

728 x 90 Rich Media maximum file size 30K

RICH MEDIA READY

TRIBE supports a wide variety of rich media including: Atlas/JavaScript, Atlas/IFrame/In-Page, DoubleClick DFA/Standard/Standard Image, DoubleClick DFA/Javascript, DoubleClick DFA/IFrame, Eyeblaster/Javascript/Standard, Eyeblaster/Javascript/Floating, Eyeblaster/IFrame Polite/Expandable, Interpolls/In-Page, PointRoll/Standard, Unicast/Standard, United Virtualities/Standard

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SMALL BUSINESS – GOVERNMENT ALEX DORDEVIC, TRIBE, 416-778-4115 editor@tribe.ca

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