

2017-18 Advertising

Thank you for your interest in advertising with DUBNetwork.

- More than 250,000 Page Views since launch in August of 2016.
- Forecasting to reach 260,000 Page Views during our first year of operations.
- Expecting to accumulate 500,000 in year 2 alone for a total of 760,000 over 2 years
- 85% of our audience is between the ages of 18-54 and are predominantly male.
- Our audience is a more qualified lead than a generic news site as it's very likely they play, or are fans of the sport of Hockey. They also consume adult beverages and attend bars, pubs, sports venues, music events and will spend money in these locations.

Below you can find a quick breakdown of our most popular advertising options. Please keep in mind we are always interested in working with our partners to find the right fit. **There are other options available beyond what you see listed here, feel free to inquire.**

Standard

Standard Advertising consists of traditional Banner Ad's (Top and Bottom of pages) as well as a Sidebar Square. Typically the artwork is provided by the advertising partner, we can create one for you at a small fee.

Type	1m	WHL Season (Sep 15 - June 1)	1yr	2yr	Frequency Details
General Banner Ad (Top, 728x100)	\$750	\$1500	\$2000	\$3000	24/7
General Banner Ad (Bottom, 728x100)	\$500	\$1000	\$1500	\$2000	24/7
General Square Ad (Sidebar, rotating, 310x310)	-	-	\$365	\$650	24/7 (Rotating)

All prices in CAD.

Featured Sponsor

Featured Sponsors are a little different. They consist of sponsoring a specific set of articles or a page. This includes a logo, link to a website, and a bi-line:

(ex. Over Reaction Monday Powered By [Company Name Here]).

Type	1m	WHL Season (Sep 15 - June 1)	2yr	Frequency Details
Over Reaction Monday	-	\$1500	\$2500	Once per week
East Division Recap	-	\$900	-	Once per week
BC Division Recap	-	\$900	-	Once per week
Central Division Recap	-	\$900	-	Once per week
US Division Recap	-	\$900	-	Once per week
Specific Team Page	-	\$1000	-	24/7
Draft Geek - NHL Draft Rankings	-	\$500	-	24/7
Draft Geek - WHL Bantam Draft Rankings	-	\$1500	-	24/7

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WHL Unfiltered

DUBNetwork is also affiliated with a Podcast. The shows typically run a little more than an hour and have various segments throughout the show. Generally there is a Intro, a Main Interview, Topical Discussion and closing remarks. There are opportunities available to be the “beverage sponsor”, the title sponsor and the Main interview sponsor.

Type	6m	WHL Season (Sep 15 - June 1)	2 yr	Frequency Details
Beverage	Supply Beverages	Supply beverages	Supply Beverages	Mentioned throughout show
Title Sponsor	\$1200	\$2000	\$3500	Show brought to you by, on website
Main Interview	\$400	\$750	\$1250	Once per show
Page Sponsor	-	\$1000	\$1750	24/7
Page Specific Ads	-	\$365/yr	\$650	Rotating 24/7

WHL Unfiltered also has opportunities for Live Reads during the show. These are sold at \$25 per read, and are usually packaged in groups of 4 or more. Let us know if you would like more information on Live Reads.

If anything here peaks your interest or you have any questions at all, please get in touch.

Talk soon,

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