

# AZURE DIGITAL SOLUTIONS

## Audience Engagement

### CUSTOM CONTENT ON AZURE'S SITE

Azure will create custom content for your brand that will be posted on our site. Your blog will remain on our home page for 1 week, on the carousel at the top of the main page for 5 days, and permanently in our website archive.

- 500 words
- Maximum of 7 images
- Maximum of 3 modifications to the initial proposed creative content
- One advertiser per week - **Limited Availability**
- Booking Deadline: 3 weeks before posting
- Material Deadline: 2 weeks before posting

**COST: \$3,900**



ALL RATES EXPRESSED IN CANADIAN DOLLARS

**CONTACT | Azure Publishing Inc.**  
advertising@azureonline.com | T. (416) 203-9674

**AZURE**

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## Audience Engagement

### WEEKLY NEWSLETTER

Available only combined with Custom Content program for National or International brands.

Your brand will be featured in our weekly newsletter, integrated with our editorial content. Azure will write your story and you will provide images and/or video.

- 400 words max
- Maximum of 3 modifications to the creative.
- One advertiser per each weekly newsletter
- Booking deadline: Runs the following week of the Custom Content on Azure's site

**COST: \$2,100**



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### CONTEST

Azure will develop a custom-designed contest or competition to engage our audience with your brand. We will develop a microsite, manage entries and public voting via on-site registration, and develop a targeted print and online marketing campaign.

**COST:** Contact your account manager to discuss your needs and objectives, and we will provide a quote.



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## Audience Engagement

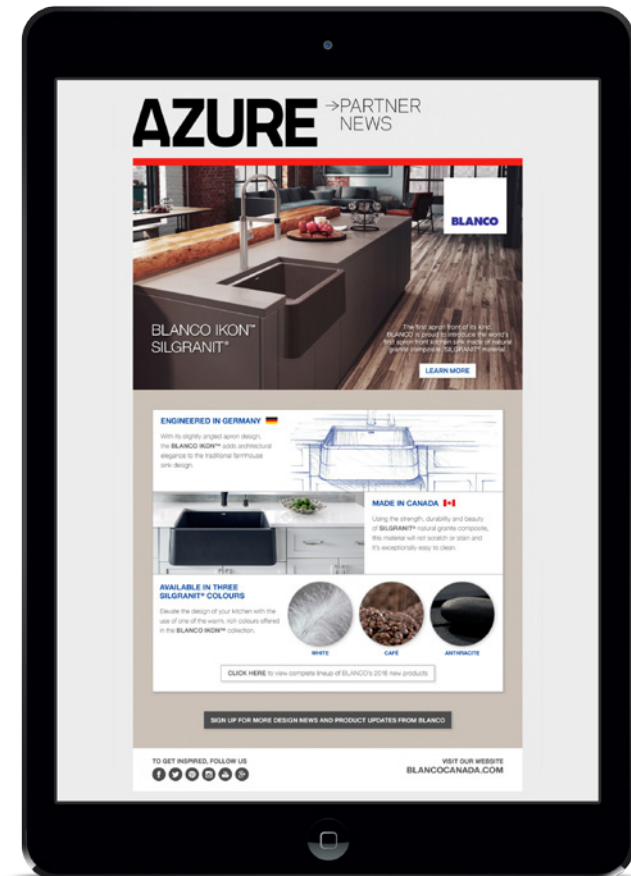
### DEDICATED NEWSLETTER

Azure will create a story and email your exclusive brand message to our geotargeted audience.

- 500 words max
- Submit images and/or video
- 2 dedicated newsletters per month max
- Geotargeting, subject to availability
- Booking Deadline: 3 weeks before posting
- Material Deadline: 2 weeks before posting

### COST: \$3,200

NO ADDITIONAL CHARGE IF WORKING WITH ONE OF AZURE'S TEMPLATES AND HTML FILE IS PROVIDED.  
CHARGE OF \$150 X HOUR IF AZURE IS TO CREATE A CUSTOMIZED HTML FILE.



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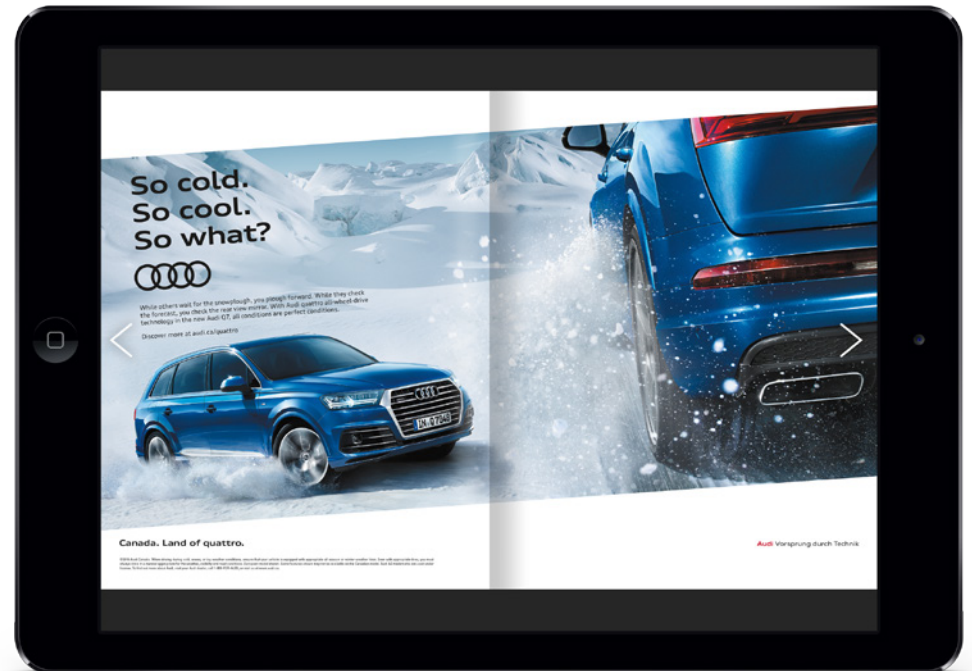
## Audience Engagement

### DIGITAL EDITION

Double spread ad included with our digital edition. No charge if ad is already running on the print version of Azure.

→ Booking deadline: See Print Editorial calendar for deadlines

**COST: \$1,500**



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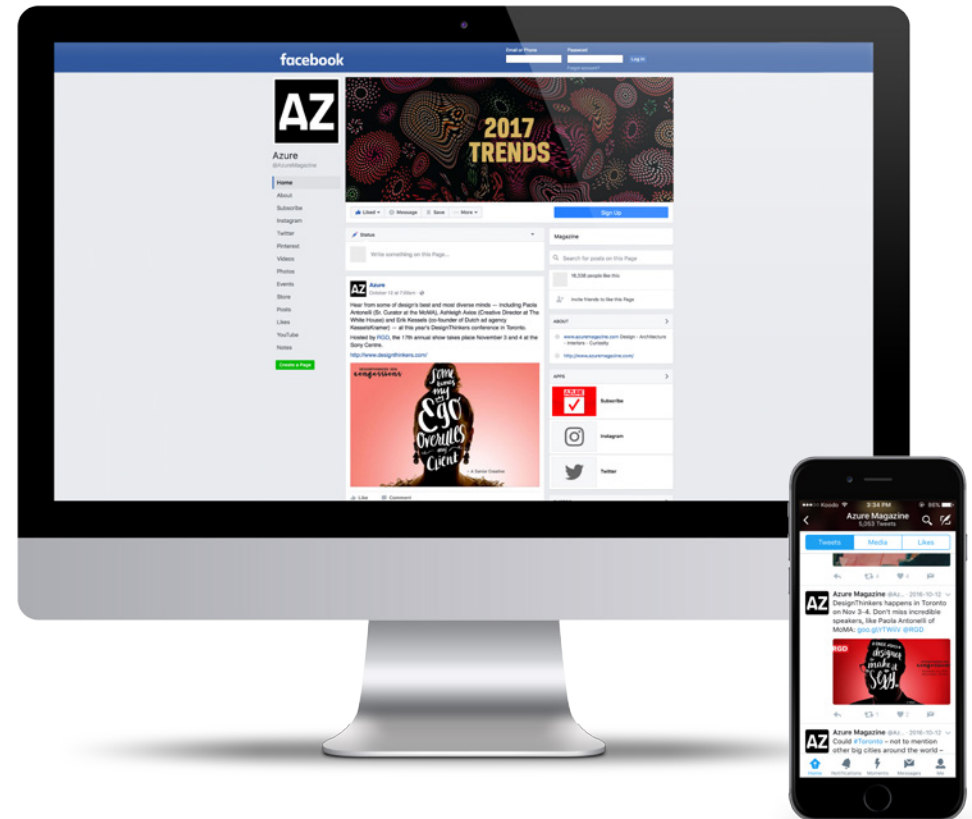
## Audience Engagement

### SOCIAL MEDIA

Your digital program is enhanced with a social media campaign (can be in tandem with one of the other custom content programs or run only on our social media channels). One Facebook, one Instagram post and 4 tweets in the first week of the program.

**COST: \$700** - If in tandem with another custom content program

**COST: \$850** - If running only on our social media channels



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### PRODUCT HIGHLIGHT

Azure will write your product presentation and place it in a prominent position on our website in the Product Guide section, feature it on our "Product Picks" newsletter and on our social media channels. 300 words max. Images provided, text written by Azure and approved by you. Change your product every 3 months, have it featured quarterly on our "Product Picks" newsletter and social media channels

→ 5 images per product max

**COST: \$4,800 annually**



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