



Limited Time Offer!

Special Advertising Packages Online at APPrO Three sites to choose from!

APPrO

ASSOCIATION OF
POWER PRODUCERS
OF ONTARIO

Complete your strategic marketing plan with an integrated B2B solution that works.

Reach our highly focused target audience through the Online presence of Canada's leading power generation association.

APPrO has organized the following special package offers to introduce you to the power of our online advertising which has now integrated an additional site - the Canadian Power Directory Online! Now you can round out your profiling strategy with the power generators of Ontario and enhancing your complimentary listing on the Canadian Power Directory Online with banner advertising on three different sites. Or for those that want to just get their feet wet – or to build on your anticipated presence at the Annual Canadian Power Conference, we have our “Starter” and “Energizer” packages:

Directory Starter Package:

- 1 bottom leaderboard on Canadian Power Directory website
- 1 skyscraper on Canadian Power Directory website
- 1 button on conference site
- 1 button on APPrO site

2 months (minimum)
Price: \$395, value of \$660

Directory Energizer Package:

- 1 bottom leaderboard
 - 1 top leaderboard
 - 2 skyscrapers
 - 2 buttons
 - 1 rectangle
- On Canadian Power Directory website only

3 months (minimum)
Price: \$395 per month, value of \$620

For those ready for a longer term commitment, check out these fantastic introductory prices:

Premium Combo Package:

- 1 bottom leaderboard on APPrO website
- 1 bottom leaderboard on Directory website
- 1 button on conference website,
- 1 button on APPrO website
- 1 skyscraper on Directory website
- 1 skyscraper on APPrO website
- 1 right rectangle on Directory website
- 1 left rectangle on APPrO website

3 months (minimum)
Price: \$1595, value of \$2085

Bonus logo for free Directory listing with purchase

Ultra Combo Package:

- 2 bottom leaderboards on APPrO website
- 2 bottom leaderboards on Directory website
- 2 buttons on conference website
- 2 buttons on APPrO website
- 2 buttons on Directory website
- 2 skyscrapers on conference website
- 2 skyscrapers on APPrO website
- 2 skyscrapers on Directory website
- 1 left rectangle on conference website

3 months (minimum)
Price: \$2995, value of \$3945

Bonus logo for free Directory listing with purchase

(See Page 2 for specifications and regular pricing)

For more information on these packages or our other great advertising opportunities, please contact Carole Kielly at 416-322-6549 ext. 222 or by email at carole.kielly@appro.org

updated May 12, 2010



Now available:

Advertising on APPrO websites

Rates and specifications for online advertising for 2010

APPRO

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OF ONTARIO

Book now for maximum exposure!

Terms

1. Page selection is on a run-of-site basis, randomly cycled on all pages, with positions on the page set as per the customer's choice (ie top, left, bottom or right)
2. Only one image is available below the menu on the left of each page.
3. Multiple images may appear in the advertising space on the right. Smaller images are placed above larger ones. (In general the images are stacked such that buttons appear on top, skyscrapers are at the bottom, and rectangles are in the middle, with a maximum of three right hand images per page.)
4. Top leaderboards do not appear on the home page of APPrO websites. They are displayed on all other pages of the website which contain advertising.
5. Hotlinks are free as long as information is provided by customer at the time of order.
6. Moving gifs will be free if assembled by customer and provided with order; special charges apply if moving images are assembled by APPrO.
7. Ads are not assured until completed confirmation is returned. Electronic copy is due within 7 days of confirmation or publication may be delayed.
8. Minimum order \$200 or 3 months.
9. All ad copy is subject to review and approval by APPrO and may be rejected or removed at any time.
10. Prices are subject to change without notice. Please check with APPrO's Marketing Manager to confirm current prices and for information on special offers.

Web Banner Pricing			
Product	1 month (per site)	Multi-insertion (or multi-location) Discounted Price	Bundled with IPPSO FACTO hardcopy
		(10%) (20%) (25%) x2 x6 x12	
Left (160x300 pixels - rectangle)	75	135 360 675	* Additional discount of 20% available for banners booked with hardcopy advertising * Minimum total purchase of \$1000
Right (160x600 pixels - skyscraper)	90	162 432 810	
Buttons (160x160 pixels - above the skyscraper)	90	162 432 810	
Bottom (728x90 pixels wide - leaderboard)	60	108 288 540	
Top (600x90 pixels - leaderboard - not available on all pages)	110	198 528 990	

*13% HST applies to all advertising charges in Canada and the US.

**For more information, contact:
Carole Kielly at 416-322-6549
or e-mail <carole.kielly@appro.org>
to book your banner, or for details on
Special Package Offers!**

Fax 416-481-5785

Mail to: 25 Adelaide Street East, Suite 1602,
Toronto, Ontario, M5C 3A1

ad copy e-mail: <marketing@appro.org>

For further details, visit www.appro.org and click on the advertising link.

Rates effective January 1, 2009. Subject to change without notice. Updated May 12, 2010