



The future of media is Indigenous.



ICT's classified ads are placed in specific categories on the website, social media pages, and in digital and print publications. Focus your marketing and reach people who are likely to engage with your ad. Deliver job postings, RFPs, legal notices, announcements, and more on ICT's platforms.

CLASSIFIEDS - E-WEEKLY NEWSLETTER	COST
Full Page	\$2,250
1/2 Page	\$1,463
1/4 Page	\$765
1/8 Page	\$500
CLASSIFIEDS - WEB	COST
300x250 Display Ad on Website	\$800
Per Week Website Only	\$400
Per Week Added to a E-Weekly Ad	\$100
CLASSIFIEDS - FACEBOOK	COST
Per Post on Facebook Page	\$1,500
SHORT TERM PACKAGES	COST
300x250 Display Ad on Website	\$800
Per Week Website Only	\$400
Per Week Added to a E-Weekly Ad	\$100
LONG TERM PACKAGES	COST
6 Months Unlimited Digital Text Classifieds	\$25,000
12 Months Unlimited Digital Text Classifieds	\$48,000



Technical Specifications

DIGITAL SPECS

GENERAL REQUIREMENTS

- 40k max GIF/JPEG; 40k max Flash; up to 3 loops with 15 seconds max animation (loops combined).
- Flash (.swf) must have the following clickTag variable:
 - Add an invisible button making the entire area of the banners clickable. Attach the following object action to the button: on (release) {getURL (clickTag,"_blank");}
- Clickables must open a new window for the landing pages when clicked on.
- Types that we cannot accept include, but are not limited to:
 - Click URLs that spawn exit popups/popunders
 - Rapid animating, blinking and/or flashing
 - Items that open a download page
 - Items that download anything on page load, mouse-over or on click — it must first go to the landing page where a download prompt may be allowed, if the user chooses 'No' or closes the download prompt, they cannot be prompted again
 - Items that indicate the user is a winner, can be a winner, will win something, or will receive a free item by clicking on the banner, etc. or if a user has to sign up for or buy something in order for them to "win" and/or for a product to be "free"
 - Items promoting any form of gambling or gambling sites
- Items with transparency. All items with background color that is the same as the page it is running on, requires a border around them.
- The brand or sponsor must be clear, readable and recognizable; should show the sponsor's logo or company/ product brand.

MOBILE SPECS

CREATIVE FORMATS

Supported formats are GIF (87/89a—animated), JPEG, and PNG. Static GIFs are preferred over animated GIFs. Animated GIFs should follow KB size limits above, with a maximum play time of 15 seconds and 3 loops/ iterations. At this time, animated GIFs are supported on Android version 2.2+ only.

CLICK-TO-DIAL

Must provide a phone number and a back-up mobile site click-through URL.

JUMP PAGE

- Supported formats: XHTML, CHTML, WML.
- Title: Less than 20 characters
- Graphics: Image width should follow item dimensions, above. The height can vary according to the company.
- Copy: Less than 150 characters is recommended but more can be accommodated. Font style and size are handset

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ICT reserves the right to reject things that do not adhere to these specs.