



The future of media is Indigenous.



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-Classified pg	\$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-Classified page	\$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

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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

**ICT reserves the right to reject any submissions.*