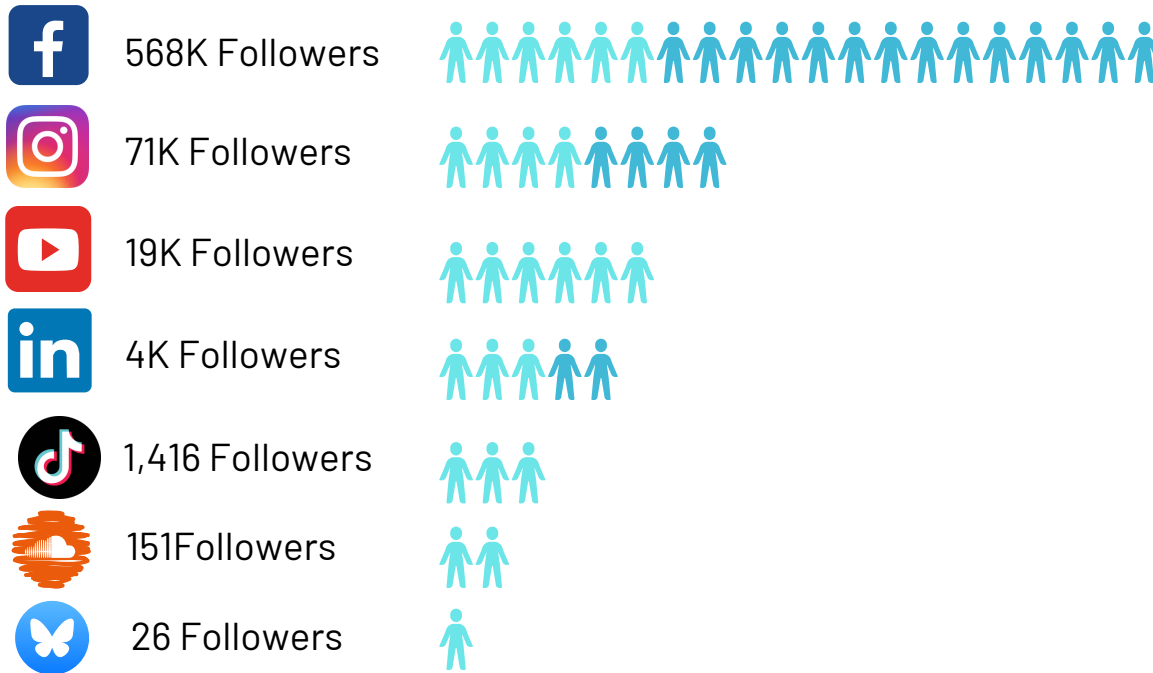




The future of media is Indigenous.



ICT SOCIAL MEDIA



ICT's social media accounts offer a platform for real-time authentic audience engagement. Our Facebook, Instagram, YouTube, LinkedIn, and Bluesky communities have continued to experience growth. Social media advertising improve brand awareness and loyalty, converting visitors into customers.

PRODUCT	COST
1-Sponsored Message on ICT Facebook Page	\$1,500
1-Instagram Story + 1-Facebook Post	\$2,000
5-Instagram Stories	\$3,000
5-Facebook Posts	\$6,000
5-Instagram Stories + 5-Facebook Posts	\$8,500

Heather Donovan | Sr Director of Revenue | hdonovan@ictnews.org

Courtney Habrock | Account Executive | courtney@ictnews.org



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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.*