



2017 online rates*



Petty Harbour, NL

Submitted by Carol & John Parsons, Fort McMurray, Alberta

downhomelife.com

Ad Type	price*
Leaderboard (1) (home page)	\$499
leaderboard (1) (other pages)	\$349
Big Box (3) (home page)	\$449
Small Box (2)	\$249

Ad Type	size (pixels)
Leaderboard (1) (home page)	728 x 90 px
Leaderboard (1) (other pages)	728 x 90 px
Big Box (3) (home page)	300 x 250 px
Small Box (2)	180 x 150 px

relative ad size/positioning



Leaderboards (1) and Big Boxes(3) are limit one per page and are selected randomly from a pool of ads. On the Home page these area are both not random and can be unique to a single advertiser.

Infinte Small Boxes(2) can display on the page and are randomly drawn from a pool of ads.

* All rates are net.

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website statistics*

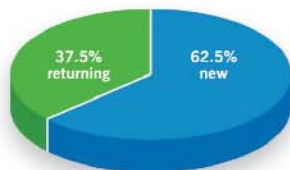


May 24th Weekend
Submitted by Marie Dunn, Grand Bank, NL

total visitors (April – Oct 2016)



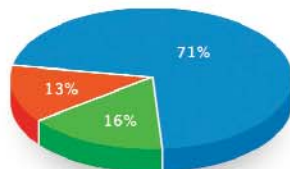
new vs. returning



traffic in Canada

Atlantic Canada (NL, NS, PE, NB)	71%
Central Canada (QC, ON)	16%
Western Canada (MB, SK, AB, BC)	13%

*United States: 8% **Other countries: 2%



most viewed pages

- | | |
|---------------------|----------------------|
| 1. home page | 6. submit content |
| 2. magazine | 7. April Fools prank |
| 3. register to site | 8. calendar contest |
| 4. submissions | 9. Touton contest |
| 5. subscribe | 10. contact |

* based on Google Analytics data

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