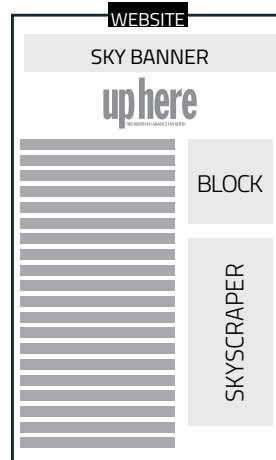


DIGITAL RATE CARD 2021

Up Here Publishing is an award-winning, multi-platform brand that connects with those interested in Canada's far north. Up Here offers digital advertising opportunities on the Up Here website, in our regular e-newsletters and on our social media platforms.

Up Here website - uphere.ca

- average unique views per month: 17,000
- percentage of audience aged 25 to 54 – 62%
- main southern users are from Calgary, Toronto and Ottawa
- main northern users are from Yellowknife, Whitehorse and Iqaluit



Standard Advertising

Ads on the Up Here website are sold by the month. All ads are run-of site, appearing on different pages at different times. Ads may start at any time during the month and will be billed in increments of a single month or 30 days. Links must be provided with your ads.

Frequency rates are available for ads placed for more than six months.

	Dimensions	1-5 Months	6 Months
Sky Banner	728px x 90px	\$550/mo.	\$500/mo.
Block	300px x 250px	\$375/mo.	\$300/mo.
Skyscraper	300px x 600px	\$500/mo.	\$425/mo.

Sponsored Web Articles

Web articles will be included in our regular line up of articles but will be identified as sponsored content. Client can select posting date. Once posted, articles will remain on the site and will be searchable. If you would prefer to have the article removed, a removal date should be provided, along with a posting date.

Text and visuals for a sponsored article must be supplied, plus any links.

Sponsored articles are offered at flat rates per word counts and maximum word count is 1,000 words.

	Cost
500 – 750 words	\$500/mo.
750 – 1000 words	\$750/mo.

E-newsletters

Up Here Publishing produces two newsletters: *Cold Snaps* for a general audience interested in Canada's North, and *Bottom Line*, a newsletter for individuals and companies interested in the northern economy and northern business

Cold Snaps



- Launched in 2019
- Issued 48 times per year on Friday afternoon
- Currently has nearly 1,300 opt-in subscribers
- Aiming for 2,000 subscribers by end of 2021

	Dimensions	1 month (4 issues)	12 months (52 issues)
Banner	728px x 90px	\$100/mo.	\$1000
Block	300px x 250px	\$100/mo.	\$1000

The Bottom Line



- Launched in January, 2021
- Issued twice monthly (mid and end of month)
- Aiming for 1,000 subscribers by end of 2021

	Dimensions	1 month (2 issues)	12 months (24 issues)
Banner	728px x 90px	\$50/mo.	\$500
Block	300px x 250px	\$50/mo.	\$500

Social Media



Over 10,600 fans
38,000 people reached monthly



8,900 Followers
50% have household incomes over \$75,000



2,800 Followers

Sponsored shout outs are available but limited. Contact your ad sales rep at sales@uphere.ca