

DIGITAL RATE CARD 2026

Up Here Publishing is an award-winning, multi-platform brand for anyone hooked on Canada's Far North — frostbite not included. Get your message out there with digital ads on our website, e-newsletters, Yellowknife's digital TV network, and our social media, where even the caribou might give you a like.

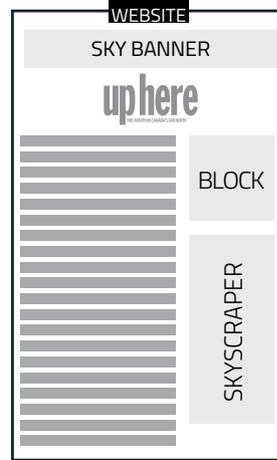
Up Here website - uphere.ca

- 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.

Cold Snaps is a northern focused newsletter for a general audience interested in receiving updates on news stories published in any of the three northern territories and some even from around the world.

Cold Snaps

up here | Cold Snaps

- Launched in 2019
- Issued 48 times per year on Friday afternoon
- Currently has nearly 2,000 opt-in subscribers
- Aiming for 2,500 subscribers by end of 2026

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

The digital network is a series of screens above ATM machines all across Yellowknife. These screens put your ad in front of thousands of people every single day, right where they live, work, and spend. Local advertising like this keeps your brand top of mind in your own community, helping you build trust and attract loyal customers close to home.

Digital TV Network

- Launched in December, 2024
- Located on ATM's across Yellowknife
- Thousands of views every day

	Dimensions	1 month	6 months	12 months
Photo	1920px x 1080px	\$350/mo.	\$300/mo.	\$250/mo.
Video	1920px x 1080px	\$350/mo.	\$300/mo.	\$250/mo.

Contact your ad sales rep at
sales@uphere.ca