



# uphere DIGITAL

## RATE CARD

## 2020

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, on our social media platforms and in our weekly newsletter.

### UpHere.ca

AVERAGE UNIQUE VIEWS  
**17,000** PER MONTH

% OF AUDIENCE  
AGED 25 TO 54 **62%**

MAIN SOUTHERN USERS ARE FROM

**Calgary**  
**Toronto** **Ottawa**  
MAIN NORTHERN USERS ARE FROM  
**Yellowknife**  
**Whitehorse** **Iqaluit**

Monthly web advertising rates: \$300 to \$400 per month, depending on IAB size.

#### SPONSORED WEB ARTICLES

Limit of 750 words for \$500

Will be identified as sponsored articles.  
Text and visuals must be supplied

### Social Media

 **10,400 FANS**

Monthly reach: **38,000**

**8700**   
FOLLOWERS

50% HAVE HOUSEHOLD  
INCOME OVER \$75,000

 **2,600**  
FOLLOWERS

Sponsored shout outs  
available but limited

\$200 for Facebook or Twitter

### E-newsletter

ISSUED EACH FRIDAY  
**\$100/month** (4 INSERTIONS)

NOTE: Newsletter space is only available to advertisers who have also purchased web or print advertising.

**OVER 1,000 SUBSCRIBERS**  
and growing

Past newsletters are accessible on our website, so your ad has ongoing viewing opportunities.

### E-blasts

If you wish to send information to all e-mail subscribers who have agreed to receive additional information

**\$50** PER  
BLAST

(available March 2020)

#### Digital Advertising Conditions

Up Here reserves the right to refuse any advertising it deems not in keeping with the policies of the company or that does not meet company standards.

All ads are invoiced at the start of placement. Terms are net 30 days. A service fee of 2% per month is charged on overdue accounts.

All advertising is subject to Canadian Goods and Service Tax (GST) unless exemption number accompanies the order, or an order is placed by a company outside of Canada.

Visa or Mastercard payments are accepted All prices are in Canadian funds.



Any questions, to contact Up Here advertising at [sales@uphere.ca](mailto:sales@uphere.ca)