



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

 **9500 FANS**

Monthly reach: **38,000**

8500 
FOLLOWERS

50% HAVE HOUSEHOLD
INCOME OVER \$75,000

 **1500**
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 600 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.

