

Stimulant

Celebrating Creativity

Stimulant's mission is simple: To inspire ad industry creatives. Traffic is driven to the site through two weekly e-newsletters: the "Top 5," which highlights the best ad ideas from Canada and abroad; and "Random Cool," a jumble of innovative, brilliant stuff that's *not* tied to advertising.

The site will be used as both a benchmarking and research tool—a way for agencies to see who's doing great work, and to gauge the quality of their own. Better still, it's interactive, with built-in feedback and voting mechanisms, and space

for users to share and upload ideas that excite them. This makes it both sticky and part of people's daily online diet.

Although the target audience is ad agency creatives, Stimulant will be of interest to a wide range of people, from photography reps and packaging specialists to marketers and media buyers—anyone whose profession involves marketing and creativity. All in all, the Stimulant newsletters and website are an effective way to reach an influential, engaged audience. There's simply nothing else like it.



Random Cool
Weird, inspiring brain candy from the world of art and design

Top 5
The best advertising ideas of the week—short on copy, long on impact

What's Your Stimulant?
Video Q&As with Canada's most creative people

Post Your Cool Shit Here
What inspires top ad industry types? Find out on this electronic bulletin board

CALL OR EMAIL NOW FOR ADVERTISING INFORMATION

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STIMULANT

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Stimulant

RATE CARD

AD Size	3-months (min 24 deployments)	1-month package (min 8 deployments)	Weekly
■ Top Leaderboard	\$8,995	\$3,995	\$1,495
■ Bottom Leaderboard	\$7,995	\$3,495	\$1,295
■ Banner	\$7,995	\$3,495	\$1,295
■ Wide Skyscraper	\$7,995	\$3,495	\$1,295
■ Wide 4-unit	\$6,795	\$2,995	\$1,095
■ Wide 2-unit	\$4,975	\$2,210	\$650
Career Ads	\$295/week with cross-posting on stimulantonline.ca		

** Package includes Wednesday edition of newsletter plus a minimum of one "Random Cool" each week

TOP LEADERBOARD
728w x 90h pixels

Banner
468w x 60h pixels

WIDE SKYSCRAPER
160w x 600h pixels

WIDE 4 Unit
160w x 400h pixels

WIDE 2 Unit
160w x 200h pixels

BOTTOM LEADERBOARD
728w x 90h pixels

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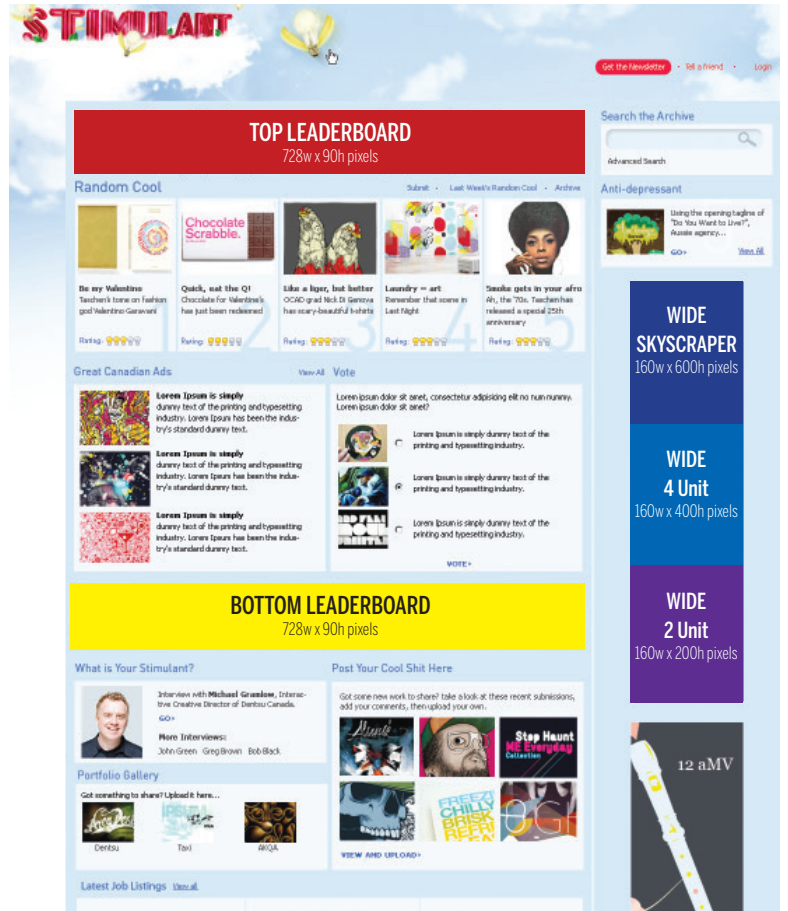
STIMULANT

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Stimulantonline.ca

RATE CARD

AD Size	3-months	1-month package	Weekly
Top Leaderboard	\$7,500	\$2,995	\$875
Bottom Leaderboard	\$6,500	\$2,500	\$675
Wide Skyscraper	\$6,500	\$2,500	\$675
Wide 4-unit	\$5,525	\$2,125	\$575
Wide 2-unit	\$3,125	\$1,225	\$345
Career Ads	\$295/week with cross-posting on Stimulant newsletter		



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