

tbnewswatch.com

TBNewsWatch.com is owned & operated by Dougall Media. With a mandate to help improve the quality of life for Thunder Bay residents and to help strengthen the local economic base, TBNewsWatch.com connects over **100,000 local users** with local businesses and organizations in Thunder Bay and the surrounding area each month, while offering continuous updates on the things that matter to the community.





5,568,720

monthly **page views**



17,800

daily email **subscribers**



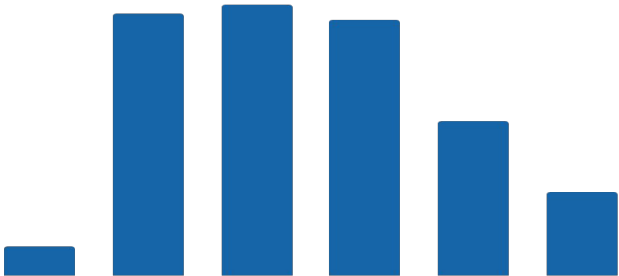
46,700

social **followers**



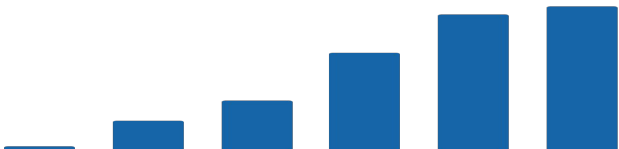
18-24 25-34 35-44 45-54 55-64 65+

laptop/desktop visitors by age



18-24 25-34 35-44 45-54 55-64 65+

mobile visitors by age



18-24 25-34 35-44 45-54 55-64 65+

tablet visitors by age



51,700

Users visit throughout the week,
using **laptop** or **desktop** devices



145,570

Users visit throughout the week,
using **mobile** devices



22,200

Users visit throughout the week,
using **tablets**

Connect with our audience!

Display advertising

Perfect for all types of ad campaigns! Use display advertising to boost brand recognition, or for specific events, sales, business announcements & more.

Video advertising

Strike a deep and lasting connection with our readers. Use video advertising for emotion-based goals such as soliciting donations or volunteers.

Business spotlight

Increase your connection with the community by giving our readers an in depth look at your business, employees or innovations, or use it to share useful tips!

The Daily email newsletter

Reach a highly loyal and local audience. Our Daily Headlines subscribers receive daily emails, and we've saved a space at the top just for you!

Contest sponsorships

Our readers love contests! Associate your business with the excitement and emotion of a giveaway to our huge readership & social audiences.



Community Display Products

Page Takeover



(300x600 + wallpaper)
desktop
only

\$36 cpm

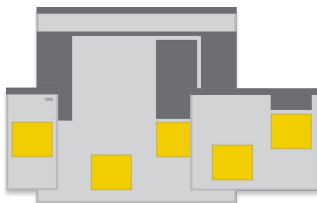
Tall Block



(300x600)
desktop & landscape
tablet

\$18 cpm

Big Box



(300x250)
desktop,
mobile & tablet

\$14 cpm

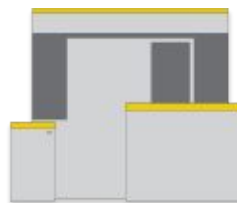
Site Rotator



(300x120)
shared rotation across
desktop & mobile

\$300/month

Alert Banner



(42 character max)
desktop,
mobile & tablet

\$14 cpm

Responsive Banner



(728x90/970x250/300x120)
Mobile, tablet & some
small desktop screens

\$14 cpm

Sticky Footer



(300x50)
anchored to the bottom
on mobile devices

\$14 cpm

Daily Headlines Email Newsletter



(delivered daily)
desktop
mobile & tablet

\$20 cpm

Video Advertising



(responsive)
desktop
mobile & tablet

\$25 cpm

Contest Sponsorship



(story + social)
all platforms +
Facebook

\$250 per contest

Spotlight



(responsive)
desktop
mobile & tablet

\$900

Survey



(responsive)
desktop
mobile & tablet

See rep for details

Native Ad



(responsive)
desktop
mobile & tablet

See rep for details

Video Advertising

Video placements are naturally engaging for your audience: they convey emotion, and provide a multi-sensory experience that is sure to be remembered!

Tbnewswatch.com offers outstream Video!

With our outstream video product, as our readers read news articles, video ads seamlessly open between paragraphs. The video player is non-intrusive and engaging, sound is user initiated on mouse roll-over.

Video ads display on all platforms.

Priced by thousand impressions (CPM)

*Video production extra unless provided by client. See your account executive for more details. Rates subject to change.



Spotlight

Showcase your organization, innovations or employees, or provide useful industry information or tips, while providing **meaningful, local content to our readers...**your customers.

Our team will produce a professionally written piece about your business, employees, suppliers, innovations, announcements or more.

Spotlights are featured on our homepage, providing **maximum exposure!**

Included with the HUB & CLP programs, a tremendous value!

**Also available for individual purchase.
See your account executive for more details.*

Spotlight is not intended to be a short-term ad, promotion or direct commercial message.

It should be designed to educate your audience, and/or provide information about your business' impact on the community.

This could include history, employees, awards, community involvement, 'Top Ten' lists, etc.

Spotlights should be viewed as quality content, not advertisements.

Content will be approved by advertiser before publishing. Content should be factual, cannot be misleading and will be visibly indicated as "Sponsored Content". We reserve the right to edit or reject content, in which case a full refund would be provided. HST extra. Rates subject to change.



Daily Headlines **Email Banner**

Our subscribers receive a summary of the day's headlines in their inbox. We've reserved a spot at the top just for you!

This is a tremendous opportunity to place your message within the daily routine of some of our most loyal & engaged readers. Your ad at the top of the email can't be missed!

\$20 cpm

*970x250 ad unit, designed with a large font and minimal text, is recommended to ensure optimal viewing on all devices. See your account executive for more details. Rates subject to change.

17,800

current subscribers

(updated September, 2020)

35%

typical email open rate

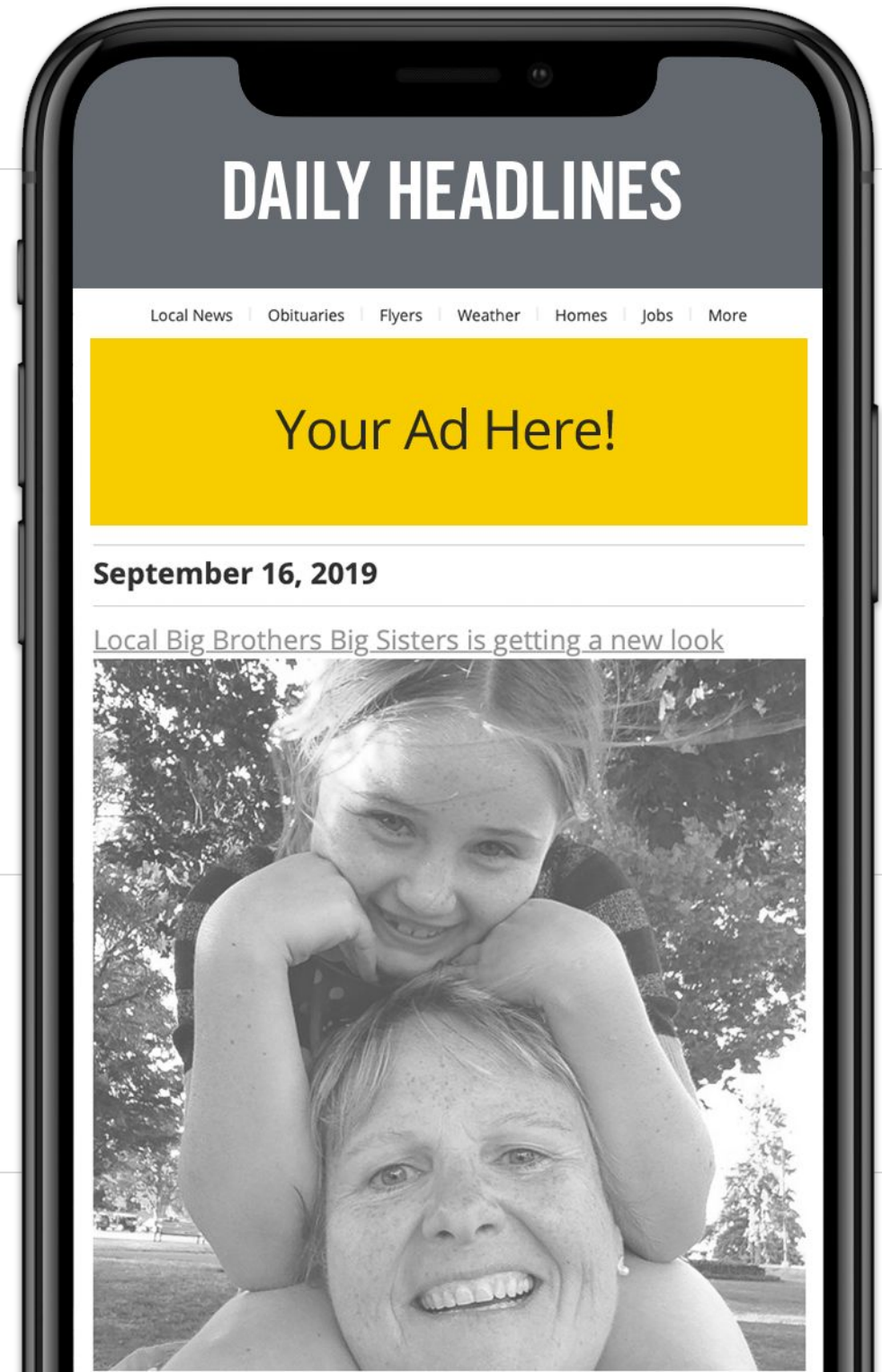
(**industry average is 21.9%)

16%

typical content click rate

(**industry average is 4.5%)

***mailchimp.com/resources/research/email-marketing-benchmarks*



Welcome to the **HUB!**

Your custom business profile lies at the heart of an elaborate community network within our site. This profile acts as your landing page in our community hub.

We connect you to potential customers through a number of avenues and give you the ability to communicate directly via multiple channels.

We've taken the world wide web and filtered it down to the community level, making it easier to connect our readers to local businesses.

Annual cost of \$2400

or included

FREE with display campaigns valued at \$6,000 or more!

[Click Here to view a live demo of a fully loaded CLP/HUB/Profile](#)

*See your account executive for more details. Rates subject to change.

tbnewswatch.com

welcome, J.Doe

LocalNationalObitsClassifiedsFlyersHomesAutoJobsFoodFun

17.6°C

HOME > DIRECTORY

Placeholder Building Supply Co.

89 Listings24 Contacts6 Related Stories

Like10 readers like this business

CallSend EmailVisit Our WebsiteShare this profile:

PLACEHOLDER

Building Supply Co.

Placeholder Building Supply Co. is a leading provider of building materials and supplies in the Greater Toronto Area. We are currently looking for Home Delivery Drivers and Helpers to deliver materials and goods to our Customers. As a Home Delivery Driver, you will provide customers with a professional experience loading/unloading our products into their homes.

placeholder

Contact This Business

Your Name

Your Email Address

Your Phone Number (optional)

What are you looking for?

Send Message

Location

824 Gordon St
Guelph, ON
N1G 1Y7

Hours

7 Days A Week9am - 6pm

*subject to change, please call ahead to be sure!

Helpful Links

Call

Visit Our Website

Visit Us On Facebook

Visit Us On LinkedIn

Send Email

Like This Business

Photo Gallery

Placeholder Building Supply Co. Photo Gallery

Our People

Grant Lemieux

General Manager

Full Profile >

Michelle Marsh

Sales Manager

Full Profile >

Jimmy Jimmerson

Product Advisor

Full Profile >

Jennifer Mills - Warner

Product Advisor

Full Profile >

SHOW MORE CONTACTS >

Listings

A Product

We are currently looking for Home Delivery Drivers and Helpers to deliver materials and goods to our Customers. As a Home Delivery Driver, you will provide customers with a professional experience loading/unloading our products into their homes.

A Service

We are currently looking for installers to help deliver materials and goods to our Customers. As an installer, you will provide customers with a professional experience installing our products into their homes.

CLP Community Leaders Program

The Community Leaders Program (CLP) is an **internationally recognized, award-winning local journalism initiative**, that integrates our expertise in strategic communication, data analysis, and storytelling into a multi-layered cohesive communications program.

We believe that **news should be accessible to all**, and positioning yourself as a Community Leader will allow us to deliver more local content that matters to our readers, while being recognized within the community for your support.



Your custom CLP includes:

- sponsored sections
- display advertising
- community feedback/surveys
- premium community HUB profile
- promotions & more!

[Click Here to view a live demo of a fully loaded CLP/HUB/Profile](#)

**CLP programs are tailored to specific client needs, pricing varies. See your account executive for more details. Rates subject to change.*





Contests!

Our readers love contests! Sponsor one of our TGIF giveaways to promote your business, sales, announcements, boost your brand image & more!

Our contests are free to enter, but for bonus entries, contest entrants can be directed to your website, social media site, promo video & more.

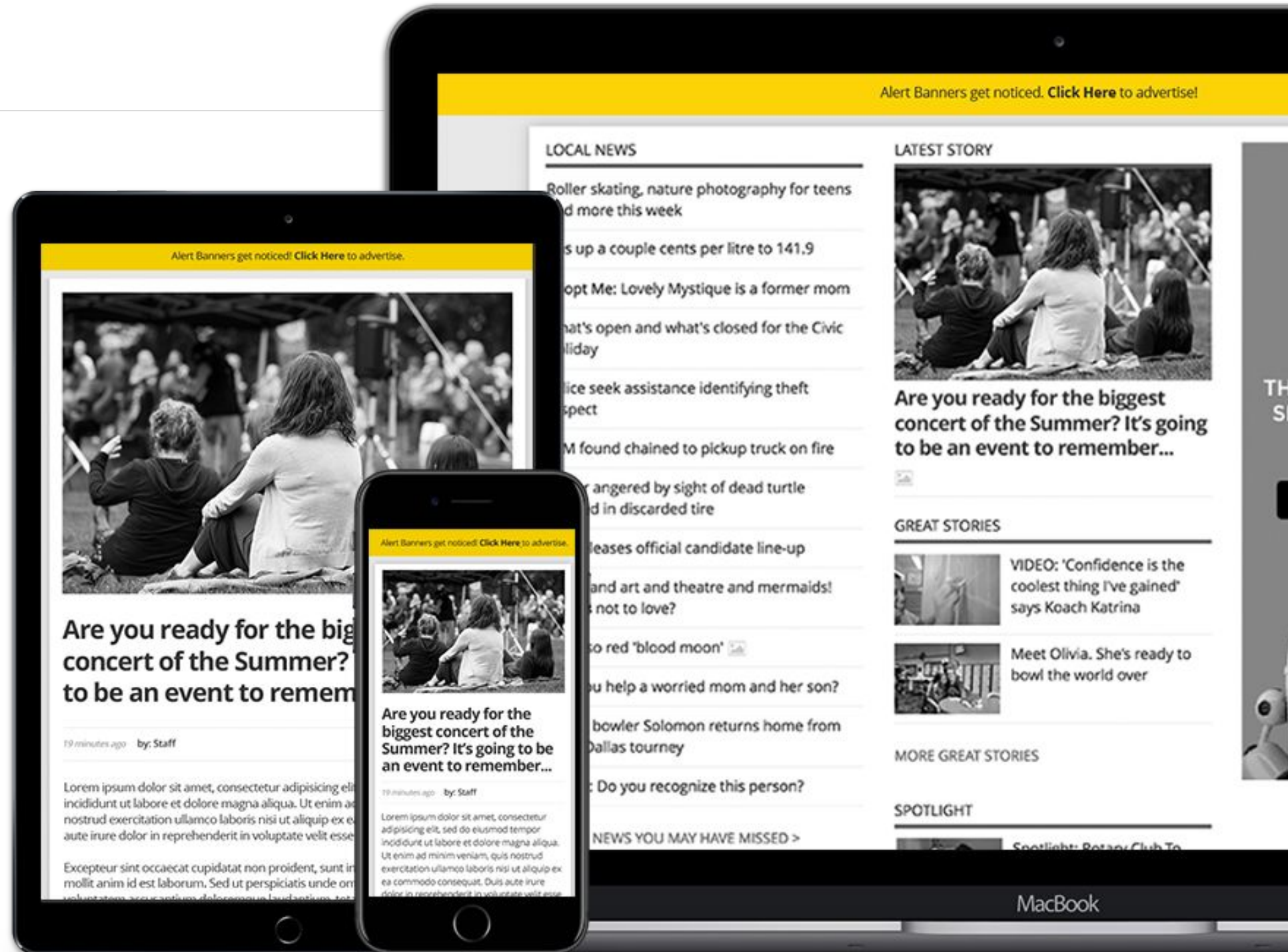
Your one-time cost: \$250

High **Alert!**

The **Alert Banner** is anchored to the top of the page across all platforms. It's the perfect ad space for big announcements or promoting events, sales & more.

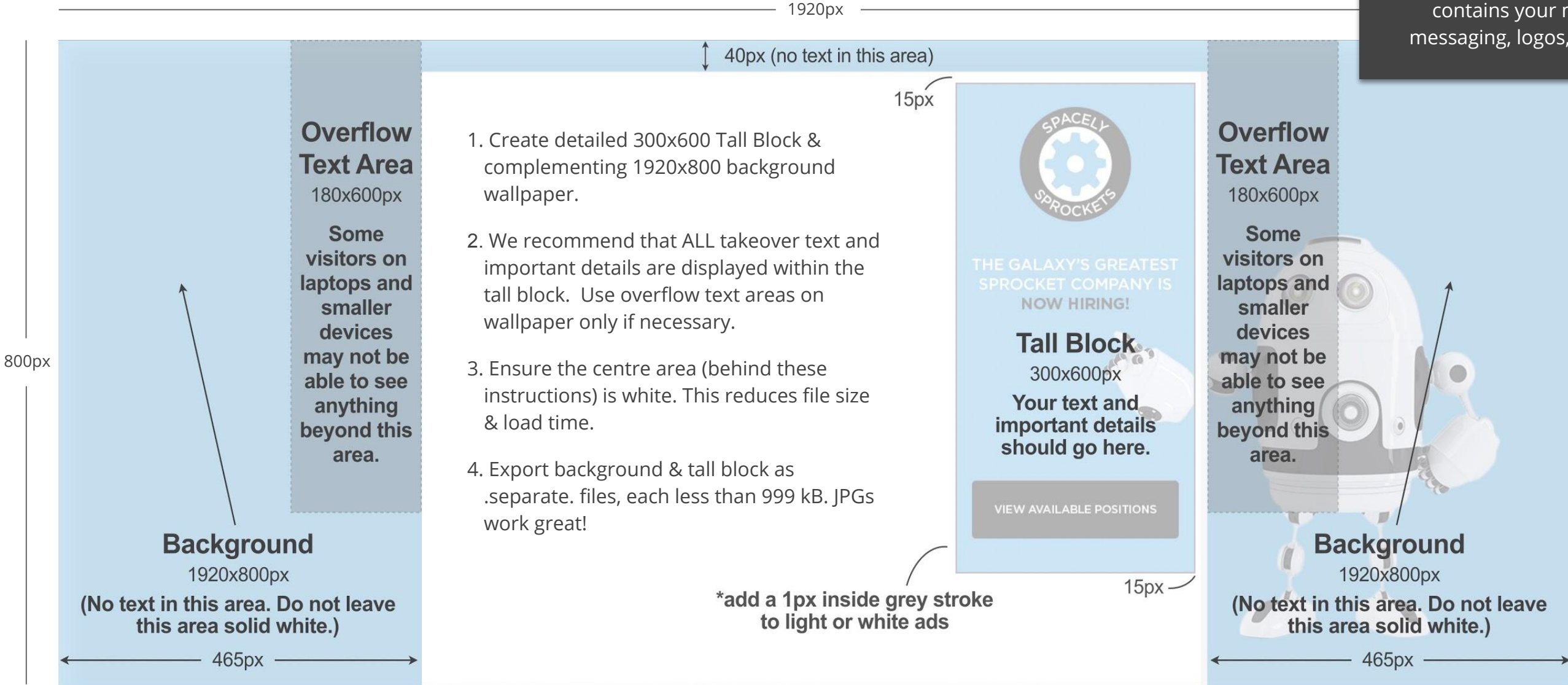
\$10 cpm

**Limited to 42 characters. See your account executive for more details. Rates subject to change.*



Takeover Design Guidelines!

*The purpose of the background wallpaper is to draw the reader's eye to the tall block which contains your main messaging, logos, etc.



Are you **Hiring**?

Post your job openings with us and we'll help you reach your local audience!

Pair with alert banners or other display advertising to promote your listing to an even larger, local audience.

Basic Posting

75+ HST

Feature your posting for up to 10 days in the category of your choice.

Premium Posting

\$150 + HST

Feature your posting for up to 30 days in the category of your choice + premium placement at the top of the category listings

