Our exceptional content, reach and scope provides your company the unique opportunity to effectively raise your business’s profile nationally, or target specific markets.

We also offer a full suite of Advertising, Content, Search, Social and Website services to raise the profile of your business on the Postmedia Network and beyond.
Showcase your corporate talent with our superior reach of influential, sophisticated and upscale Canadians through digital and print.

Postmedia continues to engage readers and attract key demographic segments:

**Business Professionals:** C-Suite, Sr. Managers / Owners / Professionals, Business Purchase Influencers

**Affluent Demographic:** High household income, high average savings & securities, have an active investment portfolio

**Exclusive Readers:** Loyal readers who make our publications their primary source for business news and opinion
Best Value & Reach for ¼ Page Ads or Larger

Advertising Rate 1 Day Print & 4 Week Digital Package: $60 (per agate line)

Print Publications:
Financial Post National Edition
Vancouver Sun Financial Post Section
Montreal Gazette Financial Post Section
Calgary Herald Financial Post Section
Edmonton Journal Financial Post Section
The London Free Press Financial Post Section
Windsor Star Financial Post Section
Ottawa Citizen Financial Post Section
Regina Leader Post Financial Post Section
Saskatoon Star-Phoenix Financial Post Section

Digital:
250,000 Digital Impressions on our Network Sites
Geo Targeted

Ad: can click through to your website, or we can provide you a landing page with a minimum of 5 business days’ notice.

Postmedia’s Design Team will develop Big Box Ads (300 x 250) highlighting your appointee which will receive 150,000 impressions over a 30 day period.

*Ads can click through to your website, or we can provide you a landing page with a minimum of 5 business days’ notice.

Digital Reach

Financial Post Magazine (FPM)

Canada’s Leading Business Magazine

The Financial Post brand was founded in 1907 and has been a leader in trusted business news & commentary for 111 years in Canada. For 46 years Financial Post Magazine has provided context, analysis and understanding of current trends, companies and issues that are shaping the economy and Canadians’ lives. FPM fills an untapped niche in Canada’s business-magazine press, focusing on power and luxury: Who’s on top, what they know, how they live, and how readers can emulate the best of it.

Standard rate card will apply for the addition of FPM to your Appointment Notice.

Advertising Rates

One Day Packages start at: $30 (per agate line)

Postmedia has 160 brands across Canada:

http://www.postmediasolutions.com/brand-directory/

For additional information or to book your appointment notice, please call:
1-800-668-5617 ext. 2811 or 416-386-2811
appointmentnotices@nationalpost.com

National Post & Postmedia Network reach
1,580,000 M-F
2,450,000 Sat
4,251,000 Print Weekly
Key Deadlines and Specifications for Appointment Notices

Appointment Notice Creative Specifications and Design

- All appointment notices under 350 agate lines must adhere to the Postmedia’s editorial style of:
  - 1 person (photo) per double column
  - Web addresses allowed
  - Italic or uppercase permitted on company names and/or proper names of publications
  - Company logos are placed at the top of base of the announcement, covering a maximum of 15 lines agate

Full creative creation allowed for appointment notices greater than 350 agate lines. Please contact your Postmedia representative for complete details and specifications.

Photos

Professional photography or corporate logo.

Supply an electronic file or glossy 5”x7” headshot, preferably showing the head and shoulders.

Photos to be sized to 1.94”x2.57”

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<td>File Format</td>
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Need more information?

Please contact your Postmedia representative.

416-386-2811 or 1-800-668-5617 ext. 2811
Appointmentnotices@NationalPost.com