



PUBLISHER MEDIA KIT



Publisher Media Kit

The first of its kind Publisher Media Kit is Canada's own comprehensive Digital Media Buying Guide, set to demonstrate the vast scope of Publisher offerings available to media buyers and planners - today!

Designed as a helpful resource to enable the exploration of new partnerships, the digestible Publisher Media Kit combines:

- **Advertising Capabilities:** AR/VR, Audio, DOOH, Live Video, +more
- **Buying Criteria:** Brand lift surveys, ads.txt compliant, contextual targeting, +more
- **Advertising Verticals:** Automotive, Health, News/Information, +more

Along with glossary and publisher contact list, so as to continue to inspire you with '*what is possible*' in online advertising.

3 Advertising Capabilities

4 Buying Criteria

5 Advertising Verticals

7 Contact Us

8 Glossary

AR Experiences



Audio



Branded Content



Custom Content Deals



Display



Digital Out Of Home



Front Page Takeover



Representation of 3rd Party Sites



Social



Sponsorship Opportunities



TV Audience Extension



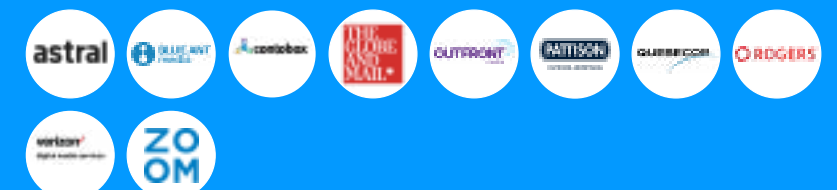
Video



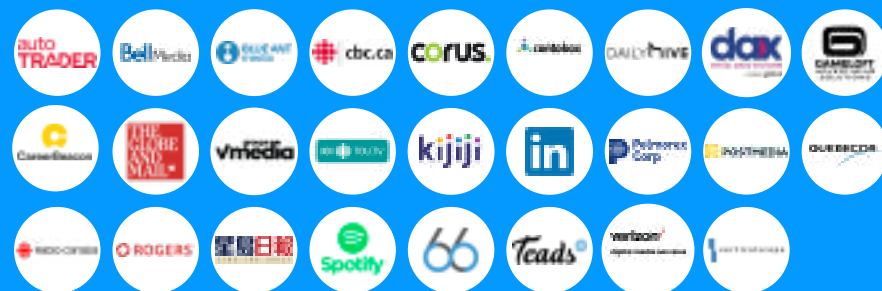
Live Video



VR Experiences



Accepts 3rd Party Ad Serving / 3rd Party Validation Tags



Accepts 3rd Party Measurement



Ad Fraud Compliant



Ads.txt



Behavioural Targeting



Brand Survey Capabilities



Contextual Targeting



French Content



GEO Targeting



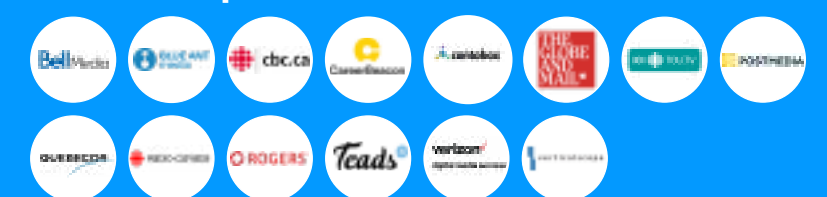
In-House Production Capabilities



Inventory is available within Exchange Environment



LEAN Ad Specs



TAG



Automotive



Business/Finance



Cannabis Advertising



Education



Entertainment



Employment



Fashion/Beauty



Finance



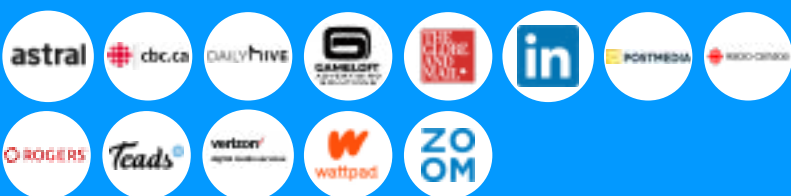
Food/Recipes



Games



Government



Health



Hobbies



Home & Garden



Lifestyle



Maps



Music



News & Information



Outdoors



Parenting/Family



Political Advertising (Accepting)

May or may not accept Programmatic



Real Estate



Retail



Search



Social Networking



Sports



Technology



Travel



Weather



iGaming Advertising (Accepting)

May or may not accept Programmatic





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Agency Council: Derek Bhopalsingh, Wavemaker

Laura Ferron, IAB Canada
Leanne Wong, IAB Canada (Designer)

ADVERTISING CAPABILITIES

AR Experiences: Publishers that offer up the ability to execute an Augmented Reality experience across (and within) content.

Audio: Ability to buy ad insertions within audio content, be it: music, sports, news, entertainment, business etc., in different formats (i.e.: PodCasts, Radio Stream.)

Branded Content: Creation and/or distribution of branded content integration within, and across, Publisher sites.

Custom Content Deals: White label content prepared for a marketer and/or agency

Digital Out of Home: Content whereby an ad is included within Out of Home (OOH) locations whereby the displays themselves are digital in nature.

Display: Publishers that offer up ad space dedicated to creative ad formats that are in the form of display.

Front Page Takeover: Ability to ‘take over’ the entire ‘page’ or ‘section’ of a Publisher’s real estate - exclusive use of publisher’s home page for a specific period of time.

Representation of 3rd Party Sites: In addition to the sale of inventory across a Publishers owned and operated sites, Publishers may also represent partner sites for the sale of the partners inventory in a key market.

Social: Publishers who enable social amplification, via its media brands to deliver significantly enhanced reach, drive awareness, conversions, lead generation and optimal target-audience engagement (examples are amplification of content on Twitter, FB, LinkedIn, etc.)

Sponsorship Opportunities: Ability for a brand to sponsor, and own, an event, organization, specific content category and/or person as part of a brand integration strategy (i.e.: sports marketing opportunities.)

TV Audience Extension: Ability to extend to a target segment on broadcast.

Video: Publishers that offer ad space dedicated to video creative content (i.e.: Instream or Outstream video ad formats).

Live Video: Publishers that offer up the ability to have ‘live streaming’ video content.

VR Experiences: Publishers that offer up the ability to execute a Virtual Reality experience across (and within) content.

BUYING CRITERIA

Accepts 3rd Party Ad Serving / 3rd Party Validation

Tags: Use of independent outsourced companies that specialize in managing, maintaining, serving tracking and analyzing the results of online ad campaigns.

Accepts 3rd Party Measurement: Publishers which allow for a 3rd party measurement company to provide insights into campaign performance.

Ad Fraud Compliant: Publishers taking measures to protect your ads from ad fraud (could include, but is not limited to, tools such as: ads.txt, TAG, etc.)

Ads.txt: Publishers that have adopted and identified ‘Authorized Digital Sellers’ to sell their inventory within the programmatic ecosystem on their behalf.

Behavioural Targeting: Publishers that allow you to target your audience based on behavioural segments of interest to said target (i.e.: Gender, Household Income, Regional, Ethnicity, Habits, etc.)

Brand Survey Capabilities: Publishers that allow for studies that will show the impact that advertising on their site has, based on the lift between a control and test group across metrics like: Brand Awareness, Affinity, Purchase Intent etc.

Contextual Targeting: Publishers that allow you to target your audience based on identified content that is of interest to said target through keywords of an article and/or page.

French Content: Publishers that have owned and operated French-specific content.

GEO Targeting: Publishers who offer the ability to target specific regions across and within Canada.

In-House Production Capabilities: Publishers which keep production in-house, versus outsource the work.

Inventory is Available within Exchanges

Environment: Publishers that offer up their ad space units within the programmatic exchange ecosystem.

LEAN Ad Specification: Publishers who have adopted, and allow for: Lean, Encrypted, AdChoice Supported and Non-Invasive IAB creative ad unit principles.

TAG: Publishers that are Verified by TAG and / or TAG Certified.