

ONLINE AD RATES 2024-2025

Terms & Conditions

- The advertiser warrants that advertising content will not be libelous or misleading. The advertiser agrees to indemnify the publisher with respect to any loss sustained by the publisher on publishing libelous or misleading material.
- Excalibur reserves the right to reject or cancel any advertising copy submitted.
- New accounts must pay one week in advance until credit is approved in writing.
- If an error in typesetting and/or composition is made by the publisher, the publisher will compensate the advertiser for the space occupied by the portion of the advertisement in which the error occurred, or rerun the advertisement depending on the capacity of the error. In the event of an error, the advertiser must notify Excalibur before the second run of the same ad.
- Position of the advertisement is not guaranteed.

Excalibur's Web Ad Design Service

Like this design and layout? Well, you can get your web ads designed with the same expertise. Excalibur provides FREE WEB AD DESIGN service to all advertisers.

Banner Sizes

Top Banners:

Size: 936 x 120 Pixels

Bottom Banners

Size: 936 x 120 Pixels

Side Banners:

Size: 366 x 520 Pixels

Popup Banners:

Size 1 : 500 x 500 Pixels

Size 2 : 600 x 500 Pixels

Size 3 : 672 x 560 Pixels

Video Streaming:

Default Dimensions: Width=1280 height=720

Bitrate: 1,000 kbps or higher

Web Advertisement

Top Banners / Pop Ups:

Premium ++, Cycle \$450.00/month

Location: Shows up at the top of the home page and at the top of all other pages

Poster Banners:

Premium +, Cycle \$150.00/week

Location: Side of any page

Side and Bottom Banners:

Premium +, Cycle \$350.00/month

Location: Side or bottom of any page

Video Streaming: \$500.00/month

Location: Side panel, or launched in a popup window via a side panel link or banner

Web Classifieds

\$25.00 for first 25 words in print or online.
\$35.00 for first 25 words in print and online, plus HST. \$0.60 per additional word thereafter. \$10.00 for box ads. \$5.00 for shaded ads. No extra cost for bold typesetting. Run your classifieds ad for 11 consecutive issues and get the 12th ad free.

All advertisers' contracts are subject to rate increase without notice.

Web Ad Production Info

All advertisements given to Excalibur via email, SD card, USB drive or optical disc should be:

- Less than 2 MB
- Sent as a jpeg, gif, animated gif, flash or quicktime
- Banners can be saved on a local site

Video Streaming:

- Windows Media Files: .wmv, .wmv
- Quicktime Files: .mov, .mp4

Interest Charges on Overdue Accounts

Effective May 1, 2008:
2% on accounts over 60 days

For More Advertising Information

Tel: 416-736-5238
Fax: 416-736-5841
E-mail: ad@excal.on.ca
Website: www.excal.on.ca