



## About TorontoMuslims.com:

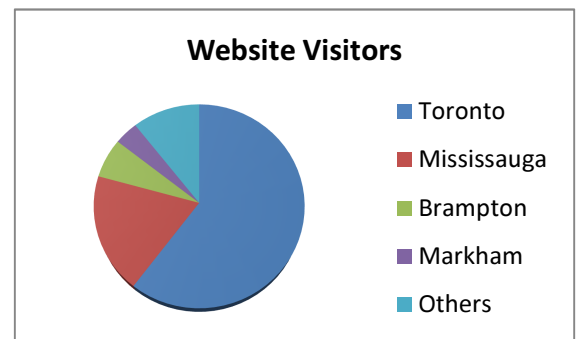
Since its inception in 2001, TorontoMuslims.com envisioned the idea of utilizing the web and email to build bridges between the various Muslim organizations, centres, mosques, leaders, volunteers and the community at large. TorontoMuslims.com is the only website in Ontario that lists the current Muslim community events, free of charge to everyone. It also publishes a highly anticipated e-newsletter, the only of its kind, that reaches out to several thousand individuals, families, and institutions across Canada twice a week. It's the place that Toronto's Muslims Go First!

## Why Advertise with TorontoMuslims.com?

- **Focus on the GTA Muslims:** The place Muslims visit for the latest events, prayer times, Jumah locations, Eid information, mosques, and businesses in the Greater Toronto Area.
- **Reliability and Consistency:** Since its inception in 2001, TorontoMuslims.com has been providing the most reliable information to the GTA Muslims. Advertising with us will extend our visitors' trust to you!
- **Massive Growth Potential:** Our e-mail newsletter, the largest of its kind in Canada, is the fastest way to reach several thousand Muslim individuals, families, and institutions across Canada.
- **Flexible and Affordable:** Minimize your marketing budget and maximize the exposure! Choose from a variety of advertising options and contract bundles.

## Visitor Stats:

<b>Monthly Unique Visitors:</b>	10,000
<b>Monthly Page Views:</b>	35,000
<b>Monthly Visits:</b>	17,000
<b>Monthly-Newsletter Subscribers:</b>	17,500
<b>Average Measured Open Rate:</b>	15%
<b>Average Measured Click Rates:</b>	4%
<b>Facebook Page Likes:</b>	67,000
<b>Twitter Followers:</b>	300



\* Due to the limitations of our mailing system, we can only measure around 25% of actual emails sent. The actual open rate is higher.

## Ads Specifications:

All ads must be sent in JPEG, PNG, or GIF (Animations are allowed). All files must not exceed 51KB and be in the size specified for the ad location.

## Design Services:

The TorontoMuslims.com team of designers is available to design a banner for you for nominal charges, starting at \$75 only.

## 2014/2015 High Season: 1<sup>st</sup> of June, 2014 – 22<sup>nd</sup> of November, 2014

Ad Unit	Size	Visibility	Placement	Price / Week	Price / Month
<b>Leaderboard Shared</b>	728x90	25%	Top under search in every page	\$65	\$175
<b>Leaderboard Shared 2</b>	728x90	25%	Above content, under the fold	\$65	\$150
<b>Rectangle Exclusive 1</b>	300x100	100%	Side-Bar above the fold	\$65	\$175
<b>Rectangle Exclusive 2</b>	300x100	100%	Side-Bar above the fold	\$65	\$175
<b>Rectangle Shared</b>	300x250	25%	Side-Bar at the fold	\$55	\$150
<b>Site Takeover</b>	729x90, 300x100, Main Slideshow	100%	All ad units sizes mentioned	\$750	\$2000
<b>Skinned Home Page</b>	Custom	100%	Background of the homepage branded after your business	\$2000	N/A
<b>Email Newsletter</b>	300x100	100%	Above the fold, after one featured story/news item	N/A	\$75

## 2014/2015 Low Season: 23<sup>rd</sup> November 2014 – May 19<sup>th</sup>, 2015

Ad Unit	Size	Visibility	Placement	Price / Week	Price / Month
<b>Leaderboard Shared</b>	728x90	25%	Top under search in every page	\$55	\$150
<b>Leaderboard Shared 2</b>	728x90	25%	Above content, under the fold	\$45	\$125
<b>Rectangle Static 1</b>	300x100	100%	Side-Bar above the fold	\$55	\$150
<b>Rectangle Static 2</b>	300x100	100%	Side-Bar above the fold	\$55	\$150
<b>Rectangle Shared</b>	300x250	25%	Side-Bar at the fold	\$45	\$125
<b>Site Takeover</b>	729x90, 300x100, Main Slideshow	100%	All ad units sizes mentioned	\$600	\$1500
<b>Skinned Home Page</b>	Custom	100%	Background of the homepage branded after your business	\$2000	N/A
<b>Email Newsletter</b>	300x100	100%	Above the fold, after one featured story/news item	N/A	\$75

### Featured Listings Prices:

Ad Unit	Placement	3 Months	6 Months	12 Months
<b>Featured Listing</b>	Business is featured at the bottom of the home page	\$30	\$60	\$100
Ad Unit	Placement	7 Days	14 Days	30 Days
<b>Featured Event</b>	Event is featured on home page right under main slideshow	\$39	\$69	\$139

### Contract Discounts:

- 03 Months: 10% off + 3 mentions on Facebook (shared post, advertising, etc)
- 06 Months: 20% off + 6 mentions on Facebook (shared post, advertising, etc)
- 12 Months: 30% off + 12 mentions on Facebook (shared post, advertising, etc)

Placement Guide:

Home Events Directory Community Services News Contact Us Newsletter Signup

What? Where? When? Search

Promote your Event, Business, Organization here today!

Leaderboard Shared 1

Rectangle Exclusive 1

Rectangle Exclusive 2

Rectangle Shared

Featured Event

Leaderboard Shared 2

Community Services

Islamic Relief Canada

All Abilities

North American Muslim Foundation

ICNA Relief - Canada

Human Concern International

Featured Listing

Glo Artistry

Plus Size Muslimah

Al Ladeed Clothing

Pearl & Daisy Natural Soap Company

Nisaa Wear

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TorontoMuslims.com is a project of Dawateel Canada. Dawateel is a not for profit organization that is focused on education and bridging building. For more information, please visit Dawateel.ca

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Leaderboard Shared 1

Rectangle Exclusive 1

Rectangle Exclusive 2

Rectangle Shared

Featured Event

Leaderboard Shared 2

Featured Listing



**Featured Events** View All

**02 AUG**

**MuslimFest 2014**

300 City Centre Drive, Mississauga, Ontario Canada L5B 3C1

August 2, 2014 To August 3, 2014

12:00 pm To 10:00 pm

Add to favorites

Promote your Event, Business, Organization here today!

**Community Services** View All

**Islamic Relief Canada**

1-877-370-IRCA (4732) / (905) 540-IRCA (4722)

88 Forsyth Ave N, Hamilton, Ontario, Canada, L8S 4E4

Add to favorites

**All Abilities**

416-799-3415

4-245 Carlaw Ave, Toronto, Ontario, Canada

Add to favorites

**North American Muslim Foundation**

1-416-299-1869

4140 Finch Ave East, Scarborough, Ontario, Canada, M1S 3T9

Add to favorites

**ICNA Relief - Canada**

905.257.4262 ext. 240 or 241

391 Burnhamthorpe Road, East, Oakville, Ontario, Canada, L6H 7B4

Add to favorites

**Human Concern International**

1-800-567-6426

Station C, P.O. Box 3084, Ottawa, Ontario, Canada, K1Y 4P2

Add to favorites

**Featured Listing** View All

**Glo Artistry**

416-887-1450

Toronto, Ontario, Canada

Open 7 days a week 10am - 9pm

Add to favorites

**Plus Size Muslimah**

888-505-0710

Online 24/7/365

Add to favorites

**Al Ladeed Clothing**

647-727-9339

7 Gilroy Drive, Toronto, Ontario, Canada, M1P1Z0

Add to favorites

**Pearl & Daisy Natural Soap Company**

P.O. Box 174, Debert, NS B0M1G0

Add to favorites

**Nisaa Wear**

647-448-8726

4274 Godwin Rd. Mississauga, Ontario, Canada, L5Y3C3

Add to favorites

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