



Dankr.ca
Your Toronto Connection

| Advertising



Last updated May 2017

Dankr.ca believes Toronto has the potential to be the best cannabis city in the world.

We aim to achieve this goal by connecting the Toronto cannabis community with the best information available in our community. As a result of the valuable cannabis content we provide, we have found that the majority of our visitors are active cannabis consumers looking to learn about new cannabis products to purchase, with over 55% of our audience residing in the GTA.

In our vision to be a strong resource for the Toronto cannabis community, we want to offer the best cannabis businesses and brands in our city the ability to promote their services directly to our audience with exclusive ad space on our website. We have areas available for a limited number of top Toronto cannabis brands.





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Why advertise with Dankr.ca?

Advertising on Dankr.ca guarantees your ad will be communicated directly to thousands within a targeted audience.

In the month of April 2017:

44,652

Total Page Views
Per Month

1,455.4

Unique Page Views
Per Day

556

Unique Visitors
Per Day

These numbers are constantly growing.
Feel free to request the most up-to-date information we have.





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Our Audience...



73%

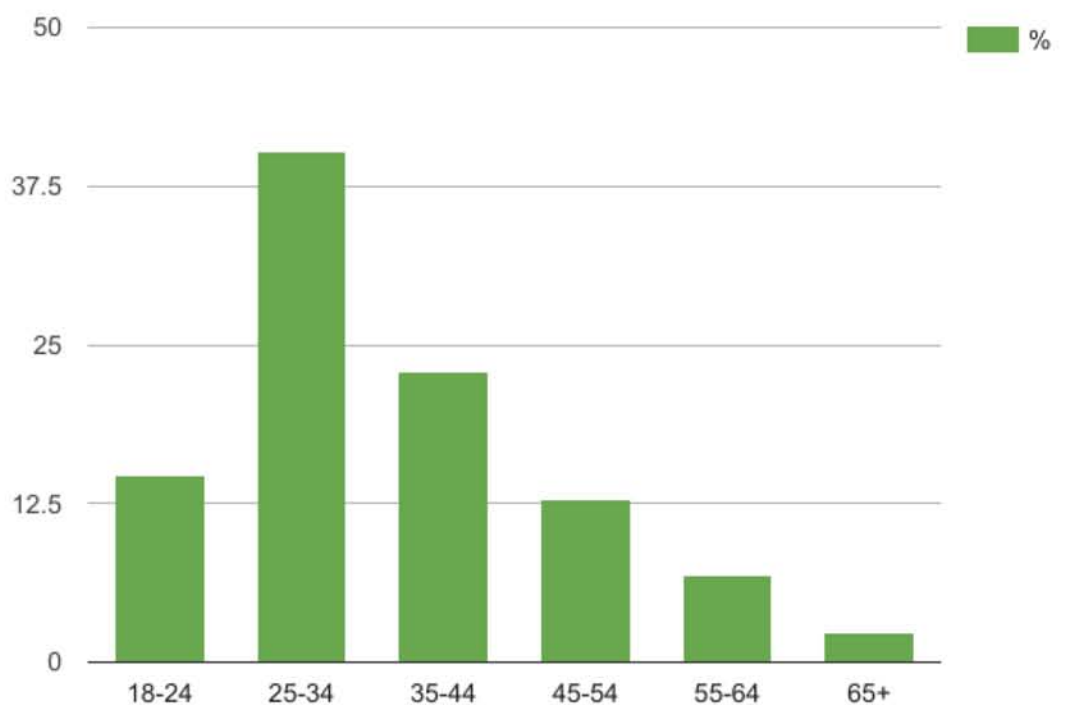
Male Visitors



27%

Female Visitors

DANKR.CA VISITORS BY AGE GROUP



75+% of audience between 25-54





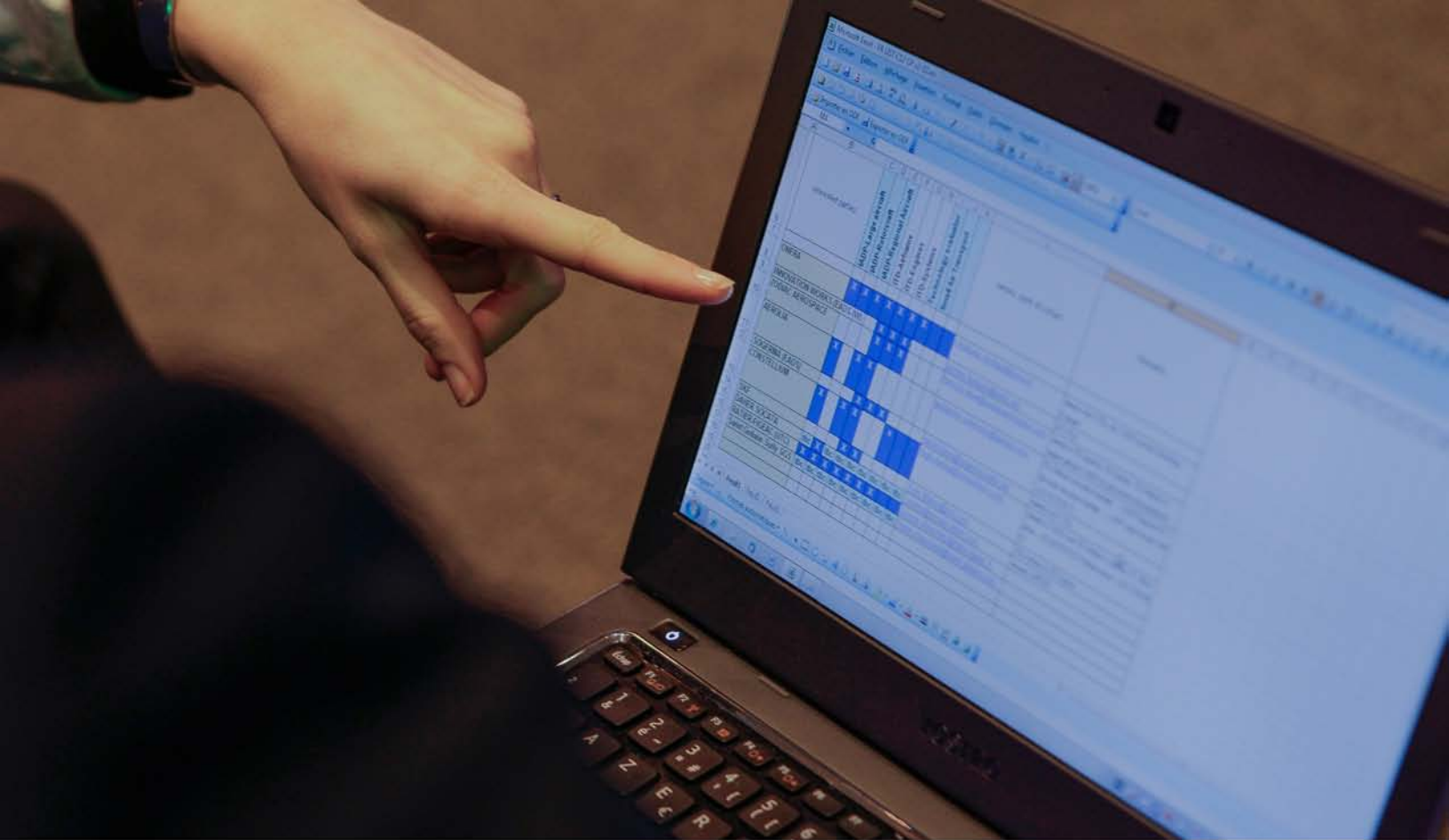
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What advertisers get...

Our unique advertising opportunity offers you:

- Dankr Premium Company Page for length of ad duration
- 1 of 4 featured advertised companies across Dankr.ca
- Unique Tower banner ad space (160x600)
- Unique Box banner ad space (300x250)
- Unlimited impressions & clicks for the month





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Let's get started.

What we need from advertisers:

- **1 x skyscraper banner graphic (160px x 600px)**
- **1 x medium rectangle banner graphic (300px x 250px)**
- **URL address the ad links to**
- **Advertiser contact information**

If you need an ad designed or recreated for you, we have a talented Graphic Designer on staff who can take your pre existing promotional material and design the artwork that you can use on our ads and also keep for any future use.





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Have your ad designed for you.

Our graphic design packages fall under two categories:

DESIGN SUPPLIED - \$50 *(includes 2 minor revisions)*

You have a pre existing design/concept we can model.

NO DESIGN SUPPLIED - \$100 *(includes consultation & 2 minor revisions)*

You do not have a pre-existing design/concept to model. Our graphic designer will consult with you directly to assess your needs to design your chosen ad concept.

All we need is your:

- **Hi Resolution Company Logo** *(JPEG/PNG/TIFF/PDF file format)*
- **Ad Text/Message**
- **Colour Preferences**
- **Any other additional information**

