

## Advertising with PlusSizeFashion.ca

PlusSizeFashion.ca has a dedicated visitor list of women and men looking for a complete list of stores that cater to the plus size market and that ship to Canada.

## Why is PlusSizeFashion.ca a Success?

- Canadian plus size woman are frustrated with the limited clothing options available. PlusSizeFashion.ca opens the door to fashionable stylish clothing in a variety of different sizes and price ranges.
- It is a convenient all in one list of stores that ship to Canada. It is not uncommon for a Canadian shopper to prepare a shopping cart and only at the checkout learn the site doesn't ship to Canada.
- It is one of very few plus size websites that strictly focuses on the Canadian market.
- Site listings are not limited to sponsored or affiliate links making it a more complete resource list for visitors.
- It is supported by a blog, [www.shopplussize.blogspot.com](http://www.shopplussize.blogspot.com), which features stores, giveaways, styles and fashion finds.

## Visitor Information\*

**8,100+**  
**VISITORS EACH MONTH**

**12,500+**  
**PAGE VIEWS PER MONTH**

**62% VISITOR INCREASE FROM 2010 TO 2011**



**600+ FACEBOOK FANS**

\* All webstats as of January 2012 and based on averages over a 12 month period.

## Advertising Options

All ad reservations are based on first come first serve priority. Each month our sponsors will be thanked in a special thank you blog post and Facebook mention.

We have three different advertising options:

### TOP TEN LISTING

plussizefashion.ca  
(text link only)

### PREMIUM IMAGE AD

plussizefashion.ca  
(jpeg, png, or gif)

### BLOG AD

shopplussize.blogspot.com  
(jpeg, png, or gif)

## Top Ten Listing (Text Link Only)

Our records shows that the first 10 sites listed on the homepage are the most popular, receiving the most traffic, resulting in the most sales. Secure your location as one of the top ten sites listed.

### Listing position and cost:

<b>First rank</b>	\$50 per month	<b>Sixth rank</b>	\$20 per month
<b>Second rank</b>	\$45 per month	<b>Seventh rank</b>	\$20 per month
<b>Third rank</b>	\$40 per month	<b>Eighth rank</b>	\$20 per month
<b>Fourth rank</b>	\$35 per month	<b>Ninth rank</b>	\$20 per month
<b>Fifth rank</b>	\$30 per month	<b>Tenth rank</b>	\$20 per month

“The first 10 sites listed on the homepage are the most popular, receiving the most traffic, resulting in the most sales.”

## Premium Image Ad

The order the ads appear will be in the order of ad sponsorship confirmation - first come first served.

### Homepage

Size: Vertical Tower - 160x600 pixels  
Duration: one month  
Cost: \$60

Size: Vertical Banner - 120x240 pixels  
Duration: one month  
Cost: \$50

Size: Square Button - 125x125 pixels  
Duration: one month  
Cost: \$40

Size: Button 1 - 120x90 pixels  
Duration: one month  
Cost: \$40

Size: Button 2 - 120x60 pixels  
Duration: one month  
Cost: \$40

### Girly Stuff Page

Size: Vertical Tower - 160x600 pixels  
Duration: one month  
Cost: \$50

Size: Vertical Banner - 120x240 pixels  
Duration: one month  
Cost: \$40

Size: Square Button - 125x125 pixels  
Duration: one month  
Cost: \$30

Size: Button 1 - 120x90 pixels  
Duration: one month  
Cost: \$30

Size: Button 2 - 120x60 pixels  
Duration: one month  
Cost: \$30

### Lingerie Page

Size: Vertical Tower - 160x600 pixels  
Duration: one month  
Cost: \$60

Size: Vertical Banner - 120x240 pixels  
Duration: one month  
Cost: \$50

Size: Square Button - 125x125 pixels  
Duration: one month  
Cost: \$40

Size: Button 1 - 120x90 pixels  
Duration: one month  
Cost: \$40

Size: Button 2 - 120x60 pixels  
Duration: one month  
Cost: \$40

### For The Boys Page

Size: Vertical Tower - 160x600 pixels  
Duration: one month  
Cost: \$50

Size: Vertical Banner - 120x240 pixels  
Duration: one month  
Cost: \$40

Size: Square Button - 125x125 pixels  
Duration: one month  
Cost: \$30

Size: Button 1 - 120x90 pixels  
Duration: one month  
Cost: \$30

Size: Button 2 - 120x60 pixels  
Duration: one month  
Cost: \$30

### Accessories Page

Size: Vertical Tower - 160x600 pixels  
Duration: one month  
Cost: \$50

Size: Vertical Banner - 120x240 pixels  
Duration: one month  
Cost: \$40

Size: Square Button - 125x125 pixels  
Duration: one month  
Cost: \$30

Size: Button 1 - 120x90 pixels  
Duration: one month  
Cost: \$30

Size: Button 2 - 120x60 pixels  
Duration: one month  
Cost: \$30

**DISCOUNTS  
ARE AVAILABLE**

for multiple months purchased  
at one time.

## Premium Image Ad Dimensions

**VERTICAL TOWER**  
160x600 pixels

**VERTICAL  
BANNER**  
120x240 pixels

**SQUARE BUTTON**  
125x125 pixels

**BUTTON 1**  
120x90 pixels

**BUTTON 2**  
120x60 pixels

“Each month our sponsors will be thanked in a special thank you blog post and Facebook mention.”

## Blog Ad

Vertical Tower - 160x600 pixels - \$30 per month

Vertical Banner - 120x240 pixels - \$20 per month

Square Button - 125x125 pixels - \$20 per month

## Cancellation Fee

If you choose to cancel an already scheduled ad there will be a cancellation fee of \$20 per ad.

## Artwork Requirements

- Final artwork must be provided by sponsor one week before ad run date.
- File formats accepted are jpeg, or gif.
- Recommended maximum file size is about 40KB
- Animation is allowed but no flash. All animations should have at least a 1 second delay between frames and run up to 15 seconds in duration.
- We recommend that text size of small/medium ad formats contain no more than 100 characters and large formats (Vertical Tower) contain no more than 200 characters.
- Send final artwork to [info@plussizefashion.ca](mailto:info@plussizefashion.ca).
- Artwork design services are available at \$60/hr.
- We cannot accommodate various artwork changes within a month.

## Payment

PlusSizeFashion.ca accepts payment via PayPal. Please reserve your ad space by sending your PayPal payment to [sherri@ideascompany.ca](mailto:sherri@ideascompany.ca). Payments must be received before ad run date. Remember to mention your ad location and size.

## More Information

We thank you for your interest in advertising on PlusSizeFashion.ca. For any inquiries or more information please contact Sherri Appleby at [info@plussizefashion.ca](mailto:info@plussizefashion.ca).

All advertisements submitted to the PlusSizeFashion.ca must be legal, honest and truthful and comply with all relevant laws and must not violate any copyright, trademark, trade secret, publicity right or other right of any third party. We reserve the right to refuse any advertisement submitted at our absolute discretion.