

## Connect with active and engaged Retail Investors

Stockwatch covers the U.S. and Canadian stock markets, with a particular focus on Canadian market news and real-time market data.

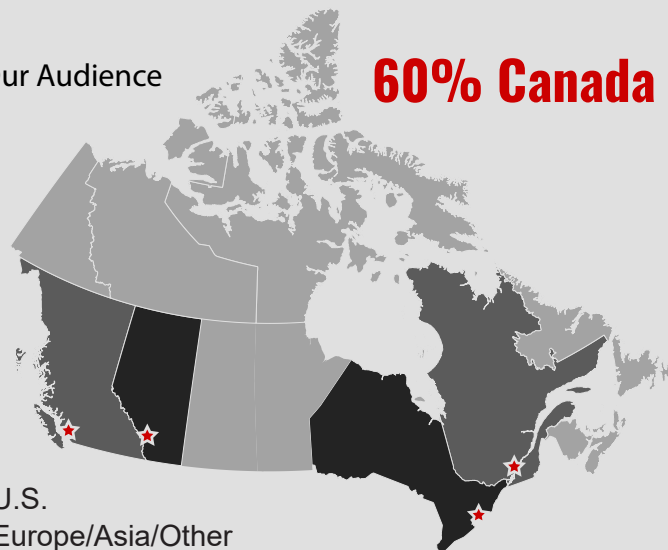
Established in 1984 and online since 1995, Stockwatch was among the first stock market information services on the Internet.

Now serving over 100 million page views a year, Stockwatch is a leading and trusted source of market news and quotes.

Our Audience

**60% Canada**

**14% U.S.**  
**26% Europe/Asia/Other**



## Capture the interest of Engaged Investors

Advertising with Stockwatch allows businesses to reach investors directly.

### **STOCKWATCH** **ESTABLISHED + TRUSTED**

- Curated Canadian news feed
- Real-time news, quotes and market depth
- Professional-grade tools and data
- Just the facts



A leading source for retail investors:  
www.stockwatch.com

**100 M**

Over 100 MILLION page views per year



Ranked top 2,000 by Internet traffic in  
Canada on Alexa.com



**9,500,000**

page views  
per month



**1,500,000**

visits/sessions  
per month



**560,000**

mobile visits/sessions  
per month



**12+ MINUTES**

average time  
spent on site



**6+ PAGES**

average pages  
per session

Stats from Google Analytics (twelve month average ending June 2021) and Alexa.com (June 2021)

## Advertise on our website Display Ads

### To run a banner campaign ...

Email [sales@stockwatch.com](mailto:sales@stockwatch.com) with your requirements to obtain a quote

## GET TOP AD PLACEMENTS ON STOCKWATCH

Including Quote, News & Mobile pages

Take advantage of our high visibility ad placements on Stockwatch's highest traffic pages. These pages include both U.S. and Canadian symbol quote pages.

Banner campaigns options include short-term headline campaigns to run alongside your breaking news, or weekly/monthly awareness campaigns.



## SPONSORSHIP TAKEOVER

### TOP 3 PLACEMENTS

Takeover of our top 3 placements for up to 10 days! Feature your company in the best performing ad spaces on Stockwatch.

50,000 impressions	\$1,000
100,000 impressions	\$2,000
150,000 impressions	\$3,000

PRICE **\$20 CPM**

## PREFERRED PLACEMENTS

### TOP 5 PLACEMENTS

Gain maximum exposure for a week. Price priority in the top 5 placements with the highest click-through rates.

100,000 impressions	\$1,000
250,000 impressions	\$2,500
500,000 impressions	\$5,000

PRICE **\$10 CPM**

## HI-IMPACT PLACEMENTS

### TOP 10 PLACEMENTS

Guaranteed placement in our top 10 performing spots. Priority over other automated ads.

200,000 impressions	\$1,000
500,000 impressions	\$2,500
1,000,000 impressions	\$5,000

PRICE **\$5 CPM**

### Add-on Brand Awareness Campaigns

Add-on Home Page and mobile impressions.  
High visibility with lower CTR than other options.

### Add-on Geo-Targeting

Target visitors in your area by adding geo-locations to your campaign.

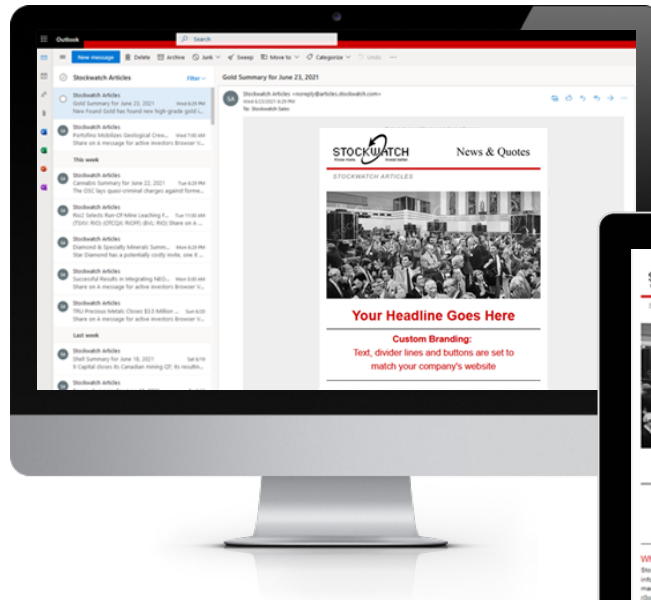
**\$2<sup>50</sup> CPM**

## Email to our list Sponsored Articles

### SEND YOUR NEWS as our featured eblast!

The Sponsored Articles (eblast) service is an effective tool to reach investors; we send one sponsored email per day to 17,000 opted-in recipients who have signed up to receive free Stockwatch Articles.

We create a custom email branded with your company logos and colours, and include multiple links to your website, investors presentation, projects, etc.



## Advertise with Stockwatch

Email [sales@stockwatch.com](mailto:sales@stockwatch.com) to find out about the current monthly promotion.

## EMAIL SERVICE EBLAST YOUR NEWS RELEASE

1 eblast	\$1,500 each
2-4 ebcasts (10% discount)	\$1,350 each
5 ebcasts (20% discount)	\$1,200 each
1 weekend/holiday eblast (30% discount)	\$ 900 each

### To send an eblast ...

Email [sales@stockwatch.com](mailto:sales@stockwatch.com) to reserve your eblast date.

## Eblast and Banner Packages

**Save \$250**  
**Save \$500**  
**Save \$750**

1 eblast	+	200,000 HI-IMPACT (TOP 10) banner impressions	\$2,250
1 eblast	+	500,000 HI-IMPACT (TOP 10) banner impressions	\$3,500
2 ebcasts	+	500,000 HI-IMPACT (TOP 10) banner impressions	\$4,750

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