

Newad OnLine

Built for the Young & Affluent

newad.



*Get
real
reach.
Relevant
content.
True
engagement.*

***B**oost your online campaigns with targeted placements on Newad's network of websites trusted by the Young & Affluent to provide the news and trends that make them so unique. Our media network offers direct access to high-volume Web properties that every month reach more than 6.7 million unique visitors ages 18-34 and offers a reach of 48% to these influential Canadians. Through Newad's proven expertise with this sought-after demographic, we can help you authentically connect and engage with content that speaks to 18-34 year-olds.*



The Right Targeting



The right target for real reach

Newad OnLine offers a broad range of branded Web environments—including blogs—that attract the hard-to-reach and influential 18-34 market. Your online placements will be clicked and viewed because we constantly update and renew our network to ensure that it keeps up with the Young & Affluent's web habits.

And thanks to our retargeting, contextual and demographic targeting, Newad OnLine can deliver tailor-made solutions with maximum reach and results.

There are three targeted solutions to fit your goals and budget:

- *Newad BrandReach*[™]
- *Newad Influence*[™]
- *Newad Custom*[™]

27%

*of internet users in Canada are between
18-34 years old*

They are eager for information:

80% Visit search engines

41% Visit sports sites

39% Visit entertainment & culture sites

37% Visit cooking sites

33% Visit technology sites



*Newad BrandReach*TM

*To connect with a
passionate audience*

Looking to run an online brand building & awareness campaign or to promote a broad-based consumer product? Need to get your message out to the influential 18-34 target demographic at a reasonable cost—while still maintaining your brand's integrity?

Newad BrandReach offers a network of top-tier websites and blogs with established engagement and maximum reach among the Young & Affluent. With placements on these sites, your campaign will be seen by nearly 6.7 million monthly unique visitors, all the while delivering the competitive CPMs mass campaigns require.

Your campaign will get maximum ROI too, thanks to:

- **Click-through optimization**
- **Pixel optimization**
- **Re-targeting**



*Newad Influence*TM

For niche audiences

Looking to get your message heard by women 18-34 or creating a campaign specifically for men 18-34? Choose one of Newad's four influence channels for even more precise targeting within the hard-to-reach Young & Affluent market. This network includes data-driven and branded channels that attract people who want to connect, learn and play.

All four influence channels feature relevant and high-traffic sites with branded environments for the Young and Affluent. You can also expect to get full transparency through category & site lists.



Young & Affluent Channel: *Trendy and Active*



This segment has a profound influence on consumer trends. At Newad, we specialize in understanding everything about this niche market.

- Urban, highly educated, no kids, socially active.
- Wealthier than average, work to consume, cautious of credit.
- Spend on clothing & fashion, cosmetics, bars & restaurants, movies, music, concerts, travelling & technology.
- Seek news on specialized sites, consume television content online, connect with their peers through social networks.

Women Channel: Engaged and Connected



The Web is proving to be one of the most effective ways for brands to reach women. While men use the Web to transact, women use it to connect. Newad can help you reach this audience.

- Responsible for 85% of all consumer purchases.
- Active and outgoing, love to travel.
- Look to the Web for interaction with loved ones and their favourite brands.
- Interested in arts and culture.

Men Channel: *Focused and Straightforward*



This market segment wants forward-thinking and trendy content. Let Newad's experts help you maximize your advertising efforts for men.

- Use the Web for transactions like online auctions and financial management.
- Get their news and sports updates online.
- Frequently download music online.
- Prefer to purchase and book travel services over the Web.

Student Channel: Bright & Alive



At Newad, we know how to connect with the web savvy student demographic: we reach them in their educational community.

- High internet users, use Wi-Fi everywhere they can.
- Use social networks to connect with their friends & other students.
- Seek info, consume & listen to music online.
- Some are heavy online gamers.

The Newad OnLine network includes :

Young & Affluent Channel



Women Channel



Men Channel



Student Channel



98%

of the Young & Affluent own a mobile device capable of surfing the web

The Y&A use their mobile phone / smartphone everyday for :

66% Phone/Calls

66% SMS

48% Surf the web

43% Social media

41% Email



*Newad Custom*TM

For flexible targeting

Looking to ensure that a specific demographic is viewing and clicking on your ads? Newad Custom offers campaigns precisely tailored to focus your buy on a single site or required geographic area through demographic or contextual targeting.

Newad Custom is personalized and tailored it will certainly meet your needs.

*Our experts can help you
target a campaign by:*

- *Province*
- *City*
- *Area code*
- *Age*
- *Gender*
- *Channel*
- *Site*



3 most popular reasons for the Y&A to surf the web:

(and they do it more than the average 18+ crowd)

54% For social media

33% To find info

28% To chat

They love to buy apparel, books, trips and music online:

55% Books

51% Trips

51% Apparel

47% Music





Insights

Insight to keep you in the know

The needs and expectations of the 18-34 demographic are always evolving. That's why Newad OnLine conducts ongoing and in-depth research to better understand their online habits. We know - better than anyone else - where they go to connect, learn and play... and which tools they use to surf the Web.

That's how we help you create campaigns that effectively reach the Young and Affluent.

91%

of the Young & Affluent have a social media account

55%

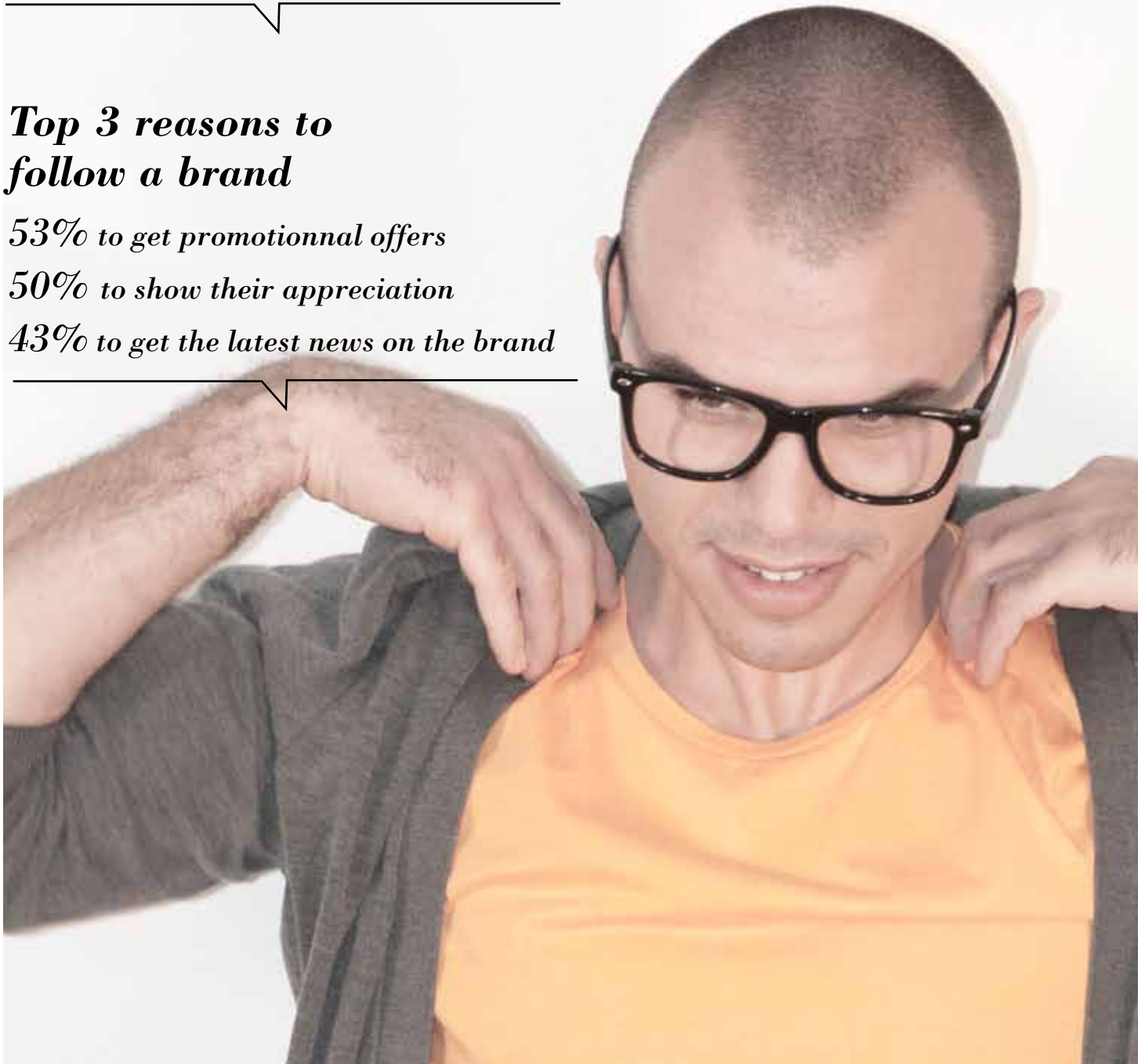
of the Young & Affluent are fans of a brand on Facebook

Top 3 reasons to follow a brand

53% to get promotionnal offers

50% to show their appreciation

43% to get the latest news on the brand



64%

of female Facebook users are a fan of a brand

54%

of men surf the web every month to purchase products online



Tracking your campaign every day

At Newad OnLine, engagement is our top value. We have a dedicated team that monitors and optimizes the success of your campaign every day.

Once the campaign is over, you'll receive a results report. You'll get an accurate snapshot of your key performance indicators (KPI).



The Digital Age

Creating relevant content & experiences

For the last 15 years, Newad has been a pioneer in marketing to the Young & Affluent. Now we're transferring that expertise to the Web with Newad OnLine.

We understand better than anyone else the 18 to 34 year-olds. We have already established relationships with this demographic and we know how to engage them in a meaningful way.

Let our savvy content creators help you shape relevant content for microsites, advertorials, social media or other interactive platforms that authentically engage the Young & Affluent.



BUILD YOUR BRAND FOR THE DIGITAL AGE WITH:

Social Media

Build branded online presence that is meaningful and interactive.

Microsites

Have our specialized web designers and developers create a uniquely tailored interface that is sure to be endorsed by the Young & Affluent.

Mobile Application

Directly connect with your target through the device they never leave home without. Have our developers create a memorable brand experience that will make a big impression while on-the-go.

Video

Speak to your audience. Trust our videographers to create videos that will express your brand's personality, reach your consumers, and genuinely connect with your target.

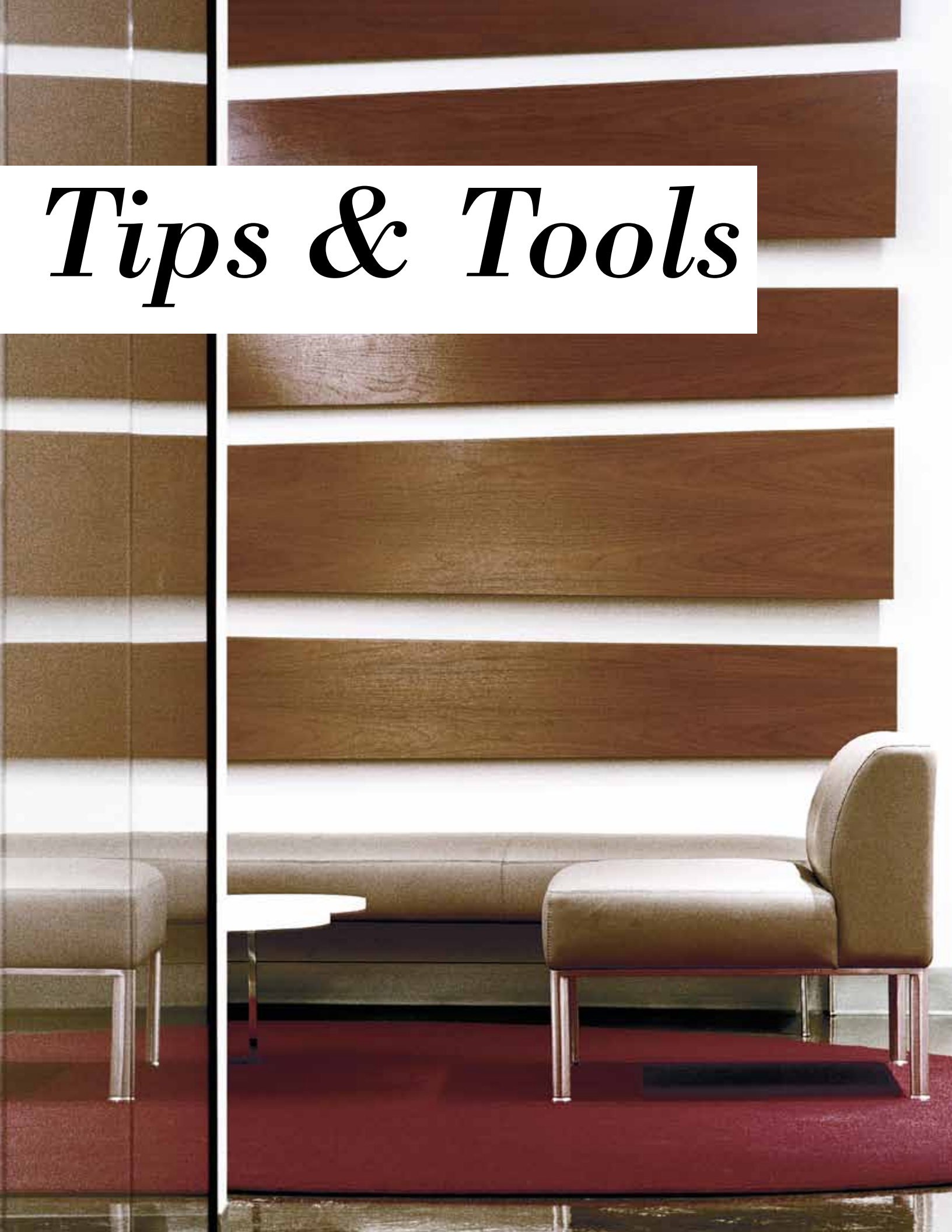
Photos

Have our content creators create high quality photo albums that will enhance all of your marketing tactics and campaign goals.

Editorial content

Make your social networking, e-newsletters and websites even more compelling with an informative and entertaining online advertorial.

Tips & Tools





Tools to get you started

Ad formats

Newad OnLine is the easiest and most efficient way to reach influential Canadians between the ages of 18-34. Boost your campaign with placements on our highly relevant network that offers a wide variety of advertising formats.

Newad OnLine ensures that your brand will be seen by the right user at the right time. Not only do we constantly review the quality of every site in our network to protect your brand, but we also follow all IAB guidelines and standards.

Here are a few examples of formats that we offer on our network, including video, which has emerged as a major trend.

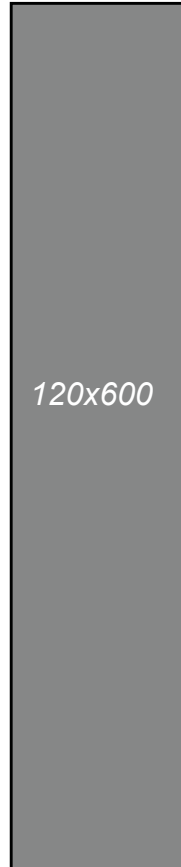
Click [HERE](#) to download a PDF document with technical specifications.

Ad Specs

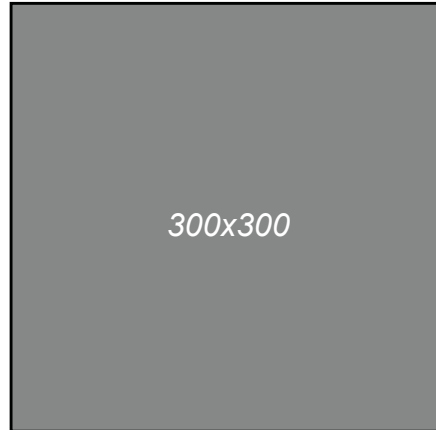
Sky Scraper



Sky Scraper



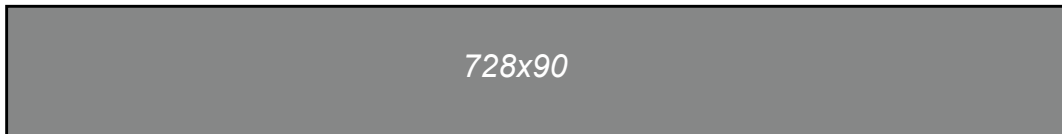
Big Box



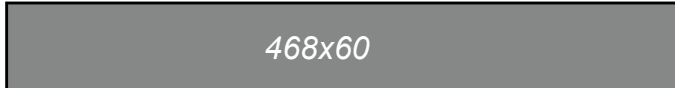
Big Box



Leader Board



Banner



Video



Five more reasons to trust Newad OnLine

1. **Constantly updating our network** to only offer relevant websites that reach and engage a passionate audience.
2. **Checking online trends 24-7** so that we have the deepest understanding of the Young & Affluent.
3. Blending **contextual, behavioural and demographic targeting** to customize the right solutions for your campaign objectives.
4. **Providing savvy content creators** to craft conversational messages that promote brand loyalty.
5. Leveraging **Newad's technology** platform to **deliver powerful campaigns** that are always measurable and optimized.



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Contact

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