


TABIA Rate Card: 2023/2024



blogTO			Impressions	Turnaround	
Display Ads	BT PRICE	TABIA Preferred	IMP	Turnaround	
Standard Display	\$15	\$13	Scalable	24-48 hr	Purchased by Impression
Content Distribution	BT PRICE	TABIA Preferred	IMP	Turnaround	
Branded Editorial	\$8,000	\$6,800	2500 Reads	3 Weeks	Guaranteed Reads
Branded Announcement	\$5,000	\$4,250	2500 Reads	4-5 Days	Estimated Reads
blogTO Website Contest	\$3,250	\$2,700	100,000	2 Weeks	Estimated Impressions
blogTO Events Newsletter	\$1,700	\$1,450	80,000 subs	2-4 Days	Estimated Impressions
blogTO Daily Newsletter	\$2,000	\$1,700	90,000 subs	2-4 Days	Estimated Impressions
blogTO eBlast	\$500	\$425	15,000 subs	2-4 Days	Estimated Impressions
Video	BT PRICE	TABIA Preferred	IMP	Turnaround	
Instagram Reel	\$5,000	\$4,000	100,000	2 Weeks	Guaranteed Impressions
Reel Extension to Facebook and/or Twitter (blogTO)	\$2,000	\$1,700	25,000	2 Weeks	Estimated Reads
Reel Extension to blogto.com	\$2,500	\$2,125	120,000	2 Weeks	Guaranteed Impressions
TikTok Video	\$5,000	\$4,250	55,000	2 Weeks	Guaranteed Impressions
Social Media	BT PRICE	TABIA Preferred	IMP	Turnaround	
Instagram Image Post	\$2,750	\$2,000	100000	3-5 Days	Guaranteed Impressions
Instagram Single Story Slide	\$1,000	\$750	33,333	2-4 Days	Guaranteed Impressions
Facebook Post (1-4 images)	\$1,250	\$1,000	10,000	2-4 Days	Estimated Impressions
Tweet	\$1,150	\$975	10,000	2-4 Days	Estimated Impressions
Contest Management Fee	\$500	\$425	N/a	N/a	
Visual Production	BT PRICE	TABIA Preferred	IMP	Turnaround	
Custom Photography	\$250	\$200	N/a	N/a	
Section Takeovers / Roadblocks	BT PRICE	TABIA Preferred	IMP	Turnaround	
Homepage (Flat Rate)	\$6,000	\$5,100	300,000	24-48 Hrs	Estimated Impressions
Radar + Events (Flat Rate)	\$500	\$425	25,000	24-48 Hrs	Estimated Impressions