

2010 ADVERTISING MEDIA KIT - CANADA



Canada's
best educational
credit
resources

NATIONAL CREDIT NEWS

Weekly newsletter online

[View this week newsletter >>>](#)

Weekly magazine online

[View a sample >>>](#)

Website

[View the website >>>](#)

DELIVERING RELIABLE CANADIAN
CREDIT NEWS AND INFORMATION
ACROSS THE COUNTRY

In Canada

Please contact the Advertising sales department

1.800.208.2189 / 514.840.8140, # 225

adsales@ncnjournal.com

www.ncnjournal.com

BOOK YOUR LISTING TODAY!

201-145 Montée de Liesse, Saint-Laurent, Quebec, Canada H4T 1T9
Tel. (514) 840.8140 / 1.800.208.2189 #225 • Fax (514) 840.9006 / 1.800.831.8155

ADVERTISING

RATES

NEWSLETTER

MAGAZINE

WEBSITE

DIRECTORIES

CONTACT US



NCN NATIONAL CREDIT NEWS

A NEW WONDERFUL OPPORTUNITY TO PROMOTE IN THE COMMERCIAL CREDIT WORLD

ADVERTISE TODAY WITH NATIONAL CREDIT NEWS

> WEEKLY CREDIT NEWSLETTER ONLINE

Since January 2004, **National Credit News** has launched its first Canadian credit weekly newsletter online. An excellent marketing tool to maximize your company's exposure to credit professionals across Canada.

National Credit News Canadian Weekly Credit Newsletter Online is promoted to thousands of credit professionals on a weekly basis keeping them updated on credit products and services available in the market. Also educating them on credit news and philosophies which becomes relevant to face today's business credit challenges.

CIRCULATION

National Credit News Canadian Weekly Credit Newsletter Online is promoted to thousands of credit professionals in Canada.

> WEEKLY MAGAZINE ONLINE

Welcome to **National Credit News (NCN)**, Canada's bilingual weekly credit magazine online. **National Credit News** is a highly regarded and recommended Canadian weekly credit magazine online written in English and French for credit professionals. The Canadian weekly credit magazine online offers important information on credit news and current topics about career advancement for credit managers and administrators on a regular basis. You will be pleased to discover that our articles are written by top credit professionals – Canadian experts and renowned speakers – to keep readers updated with the latest in credit news and philosophies. Our information is relevant to face today's business credit challenges. We have been enjoying rapid growth and tremendous success across Canada.

WHO SUBSCRIBES?

Commercial credit professionals from all industries and levels of management across Canada. Largely, Credit Managers and Accounts Receivable Professionals represent our target market.

CIRCULATION

National Credit News Weekly Magazine Online is read by hundreds of credit professionals from small to large corporations in Canada. Our readership has been established through the execution of controlled marketing activities.

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> ADVERTISING RATES

National Credit News offer premium advertising spaces in different sizes. If you commit to advertise in additional products in advance, we will offer you rate reductions as indicated in the price grid below.

	1 week	4 weeks	12 weeks	24 weeks	52 weeks
		\$ / month	\$ / month	\$ / month	\$ / month
WEEKLY NEWSLETTER SPECIFICATIONS >					
125 x 60 pixels	\$400.	\$700.	\$600.	\$550.	\$500.
125 x 125 pixels	600.	1,400.	1,325.	1,280.	1,250.
125 x 155 pixels	800.	1,600.	1,525.	1,480.	1,450.
125 x 295 pixels	1000.	1,800.	1,725.	1,680.	1,650.
600 x 60 pixels (Leaderboard banner)	Please contact the Advertising Sales Department				
Directory listing advertising	300.	550.	500.	450.	400.
WEEKLY MAGAZINE ONLINE SPECIFICATIONS >					
125 x 125 pixels	800.	750.	650.	500.	400.
125 x 155 pixels	900.	850.	750.	600.	500.
125 x 295 pixels	1100.	1,050.	950.	800.	700.
600 x 60 pixels (Leaderboard banner)	Please contact the Advertising Sales Department				
Directory listing advertising	500.	400.	350.	300.	175.
WEBSITE (home page) SPECIFICATIONS >					
125 x 50 pixels	200.	400.	350.	300.	250.
125 x 75 pixels	500.	800.	700.	650.	600.
125 x 125 pixels	600.	1,400.	1,325.	1,280.	1,250.
125 x 155 pixels	800.	1,600.	1,525.	1,480.	1,450.
125 x 295 pixels	1,000.	1,800.	1,725.	1,680.	1,650.
600 x 60 pixels (Leaderboard banner)	Please contact the Advertising Sales Department				
Directory listing advertising	300.	550.	500.	450.	400.

**(Pixels preferential placements and specifications: please contact the Advertising Sales Department for special pricing)*

INDIVIDUAL EMAIL CAMPAIGN	1 email	5 emails	10 emails
	\$3,000/ea.	\$2,500/ea.	\$2,000/ea.

NOTE: The customer provides the advertising materials. National Credit News can provide graphic design services at additional costs.

Directories: Collection agencies, Factoring services, Credit insurance, Credit reporting

For more information on advertising in the Weekly Credit Newsletter Online, Weekly Magazine Online, National Credit News Website, additional advertising sizes, classified advertising, promotions or other opportunities, please do not hesitate to contact the National Credit News Advertising Sales Department.

BY COMMITTING TO ADVERTISE FOR A HIGHER VOLUME WILL ALLOW TO BENEFIT A BETTER DISCOUNT

PLACE YOUR ADVERTISING TODAY!

Please contact the Advertising Sales Department

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NCN NATIONAL CREDIT NEWS

> NEWSLETTER

SPECIFICATIONS

Small ad	Width x Height
> Size:	125 x 60 pixels
> Maximum file size:	10K

Square ad	Width x Height
> Size:	125 x 125 pixels
> Maximum file size:	15K

Medium ad	Width x Height
> Size:	125 x 155 pixels
> Maximum file size:	20K

Large ad	Width x Height
> Size:	125 x 295 pixels
> Maximum file size:	25K

Leaderboard banner	Width x Height
> Size:	600 x 60 pixels
> Maximum file size:	25K

Looping restrictions
Animated, 4 loops max with refresh time of no less than 2 seconds

Sound
The use of audio streams lasting one second or longer must be initiated by click only. Sound under one second is allowed for mouseover events meaning "click" or "beep" sounds. Use of audio during the initial download must include a clearly labeled option for turning off audio.

Expanding/Floating ads
Expanding ads and floating ads must have third party served, user-initiated, and close on mouse-off. 40k initial download size. 100k maximum file size.

Flash ads
GIF alternative is required for Flash creative. Flash cannot exceed 39k file size and gif backup file size is 15-20k. Flash must be version 3 or higher and delivered as a .swf file. Looping restricted to 4 loops. Flash ads must include clickTag tracking that contains the following (case-sensitive) actionsript:

```
On (release) {
  getURL (clickTag,"_blank");
}
```

Lead time
Please allow 3 business days for standard creative for testing and QA.

The screenshot displays the layout of the National Credit News Newsletter. At the top, there is a 'Leaderboard banner 600 x 60 pixels' placeholder. Below it, the newsletter header includes the title 'National Credit News NEWSLETTER' and the date 'February 24, 2010'. The main content area is divided into several sections: 'THIS WEEK CREDIT ARTICLE' featuring 'CREDIT INTERNET' and 'TIP OF THE MONTH - X marks the spot for hidden treasures'; 'THIS WEEK CREDIT ARTICLE' featuring 'CREDIT NEWS BRIEF - INTERNATIONAL' with the headline 'Seeing the end of the global credit crisis, Coface eases 22 country rating outlooks: The threat from bubbles remains treasures'; 'END OF THE FIRST "GLOBALIZATION CRISIS"' and 'COLLECTOR'S QUIZ' with the question 'This month's question: What is a good way to know you have a good credit / collection policy?'. On the right side, there are several ad placeholders with dimensions: '125 x 60 pixels', '125 x 125 pixels', '125 x 155 pixels', and '125 x 295 pixels'. The bottom section includes 'LAST WEEK CREDIT ARTICLE' and 'BANKRUPTCY CORNER' with the headline 'Summary of key legislative amendments: Transfers at undervalue and preferences'. The footer lists 'PART 2' and a list of subscribers including Pepsi Cola Canada Ltd, National Bank of Canada, and others.

NCN NATIONAL CREDIT NEWS

> MAGAZINE ONLINE

SPECIFICATIONS

Square ad

Width x Height
 > **Size:** 125 x 125 pixels
 > **Maximum file size:** 15K

Medium ad

> **Size:** 125 x 155 pixels
 > **Maximum file size:** 20K

Large ad

> **Size:** 125 x 295 pixels
 > **Maximum file size:** 25K

Leaderboard banner

> **Size:** 600 x 60 pixels
 > **Maximum file size:** 25K

Looping restrictions

Animated, 4 loops max with refresh time of no less than 2 seconds

Sound

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```
On (release) {
    getURL (clickTag,"_blank");
}
```

Lead time

Please allow 3 business days for standard creative and 5 business days for rich media ads prior to the campaign start date for testing and QA.

To view this page as a web page: [click this link](#)
 To make sure you continue to receive your weekly credit magazine optimally and in your inbox (not sent to bulk or junk folders), please add journal@ncnjournal.com to your address book or safe sender list >>> [See how to](#)

Leaderboard banner 600 x 60 pixels

All previous credit articles 2010 | Access to the previous 7 years credit article archives (over 800 articles)

125 x 125 pixels

This week credit article
BANKRUPTCY CORNER March 3, 2008

New bankruptcy rules may come into effect in mid 2008

Bill C-12 creating new bankruptcy rules received Royal Assent on December 14, 2007 but has not yet come into force. The Government will need time in order to set up the major change, Wage Earner Protection Program (WEPP), including program design, infrastructure development, staff training, and prepare the WEPP Act regulations.

Here is a summary of the new provisions, when they come into force:

- An amendment to section 66.11 of the Bankruptcy and Insolvency Act, specifically, a "consumer debtor" is now defined to mean "an individual who is bankrupt or insolvent and whose aggregate debts, excluding any debts secured by the individual's principal residence, are not more than \$250,000". Once the new rules are in force, consumer proposals can be filed by individuals with more than \$75,000 but less than \$250,000 in debts. Under current rules debtors owing more than \$75,000 could only file a proposal under Division I of the Bankruptcy and Insolvency Act.
- In a Division I proposal a meeting of creditors must be held within 21 days (instead of the 45 days creditors have to consider a consumer proposal), so time pressures sometimes may it difficult to get creditor agreement. In addition, a Division I proposal requires a 50% plus one majority in the number of creditors, and a two thirds majority in dollar value to ensure passage. This is a change from the simple majority of creditors required in a consumer proposal.

[Read more >](#)

125 x 155 pixels

This week credit article
CREDIT MANAGER'S CORNER March 3, 2008

The changing world of credit

Times have changed...

From local companies dealing with mainly other local companies to national and global dealings with companies whose people has never been met. From many customers to fewer but larger customers.

Yet much remains similar. Assessment of credit worthiness, dealing with billing errors, collections, litigation in a few cases, managing, hiring, training, terminating, dealing with sales and upper management and large customers who dictate their terms.

In my world, delinquency remains far and away the biggest challenge for many companies. One credit manager recently put it as simply as I could: "Despite putting in place all the proper processes, getting credit applications, informing customers of terms and trying to get at delinquent customers as quickly as possible, my DSO went up 5 days in 2007. What else can I do? Management is at me to get it down." As an aside to this, the company added nearly 1,000 new customers in 2007, with no increase in staffing.

[Read more >](#)

125 x 295 pixels

QUEBEC
 SENIOR A/R REPRESENTATIVE
 (permanent) \$38.42 K >>>

Factoring Services
 Directory in Canada

Recent credit articles
CREDIT MANAGER'S CORNER May 21, 2008

Gaining more productivity from collection staff

Everyone buys into the notion of how much impact a strong collection staff has on the company's cash inflows and customer service. But improving productivity, removing obstacles and carefully selecting the team members can be a real management challenge.

Management wants enforcement of terms, but customer service and no potential for lost sales at the same time.

In most companies (and many do not use the job title "collector" any more but that's what the job is), the collection staff clean up problems. Look at the credit model, which has not changed for decades. That is;

NCN NATIONAL CREDIT NEWS

> WEBSITE (HOME PAGE)

SPECIFICATIONS

Small ad 50	Width x Height
> Size:	125 x 50 pixels
> Maximum file size:	8K
Small ad 75	Width x Height
> Size:	125 x 75 pixels
> Maximum file size:	12K
Square ad	Width x Height
> Size:	125 x 125 pixels
> Maximum file size:	15K
Medium ad	Width x Height
> Size:	125 x 155 pixels
> Maximum file size:	20K
Large ad	Width x Height
> Size:	125 x 295 pixels
> Maximum file size:	25K
Leaderboard banner	Width x Height
> Size:	600 x 60 pixels
> Maximum file size:	25K

Looping restrictions

Animated, 4 loops max with refresh time of no less than 2 seconds.

Sound

The use of audio streams lasting one second or longer must be initiated by click only. Sound under one second is allowed for mouseover events meaning "click" or "beep" sounds. Use of audio during the initial download must include a clearly labeled option for turning off audio.

Expanding/Floating ads

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Flash ads

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The screenshot shows the NCN website home page with several ad placements and their dimensions:

- Leaderboard banner 600 x 60 pixels** (top navigation bar)
- 125 x 75 pixels** (top right sidebar)
- 125 x 125 pixels** (middle right sidebar)
- 125 x 155 pixels** (middle right sidebar)
- 125 x 295 pixels** (bottom right sidebar)
- 125 x 50 pixels** (bottom right sidebar)

The website content includes sections for: Weekly credit magazine online, Credit article archives, Credit bookstore, Credit seminars and training, Credit services, and Testimonials. A footer contains contact information and a copyright notice for 2010.

Lead time

Please allow 3 business days for standard creative and 5 business days for rich media ads prior to the campaign start date for testing and QA.

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ADVERTISING

RATES

NEWSLETTER

MAGAZINE

WEBSITE

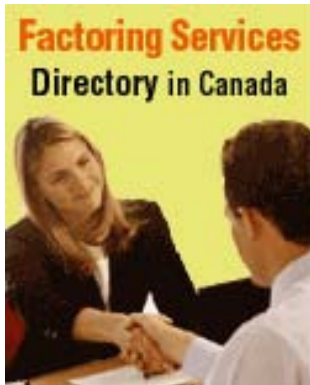
DIRECTORIES

CONTACT US

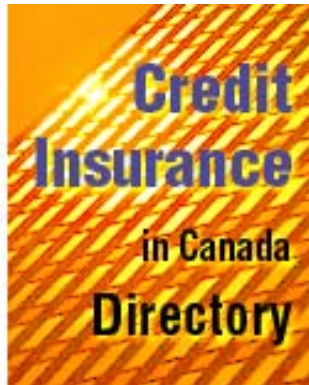
NCN

NATIONAL CREDIT NEWS

CREDIT DIRECTORIES



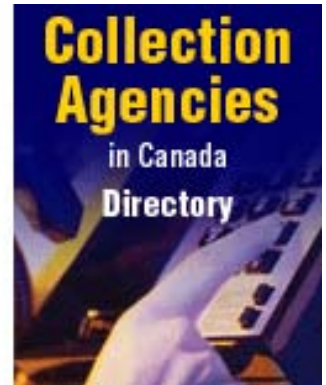
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Directory of **Credit reporting** in Canada

Need help finding a Credit report? Here is the directory you have been looking for!

Here is opportunity to advertise your credit reporting services across Canada!

Take advantage of our SPECIAL RATES and get the maximum exposure reaching thousands of CREDIT MANAGERS and CREDIT PROFESSIONALS across Canada with our weekly Newsletter and Internet site.

For more information, call us at **1-800-208-2189 ext. 225**

adsales@ncnjournal.com

www.ncnjournal.com

>SPECIFICATIONS

Logo

- > **Maximum width:** 140 pixels
- > **Maximum height:** 140 pixels
- > **Maximum file size:** 15K
- > **Format:** .gif, .jpg, .png

Text

- > **Number of words:** 50 to 60 words

Client must provide active linking URL.

No Rich Media or third party tags.

Lead time

Please allow 3 business days for standard creative for testing and QA.



A NEW WONDERFUL OPPORTUNITY TO PROMOTE IN THE COMMERCIAL CREDIT WORLD

>CONTACT

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BY COMMITTING TO ADVERTISE FOR A HIGHER VOLUME WILL ALLOW TO BENEFIT BETTER DISCOUNT

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