

Advertising on Musical Toronto

The site was established in November, 2011 by John Terauds, former staff music critic at the Toronto Star.

The site receives more than 25,000 individual page views per month.

Our readers are fans of classical music and opera and are visiting the site because they want to know what is going on in Toronto by reading interviews and reviews.

Approximately 80% of daily visits come from people in the Greater Toronto Area; 90% of daily visits come from within Canada.

Advertising Rates

Note that all ads appear on all pages of the site

Tombstone Ads (WxH in pixels)	per week	per month
• Sidebar, per unit (195x65) (can be combined up to 6 units)	\$50.	\$185.
• Animated .gif sidebar ad, per unit	\$60.	\$225.
• Top banner, exclusive (983x180)	\$400.	\$1,500.

Technical details

- Images can be supplied as *.jpg, *.png, and *.gif, with a resolution between 72 dpi and 150 dpi.
- All ads can include links to an external site.

For more information, to discuss other opportunities, or to reserve, email johnterauds@rogers.com