



BRIEFING

2016 MEDIA KIT

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ABOUT QP BRIEFING

QP Briefing is a membership-based news source, covering all political and legislative movements at the provincial level.

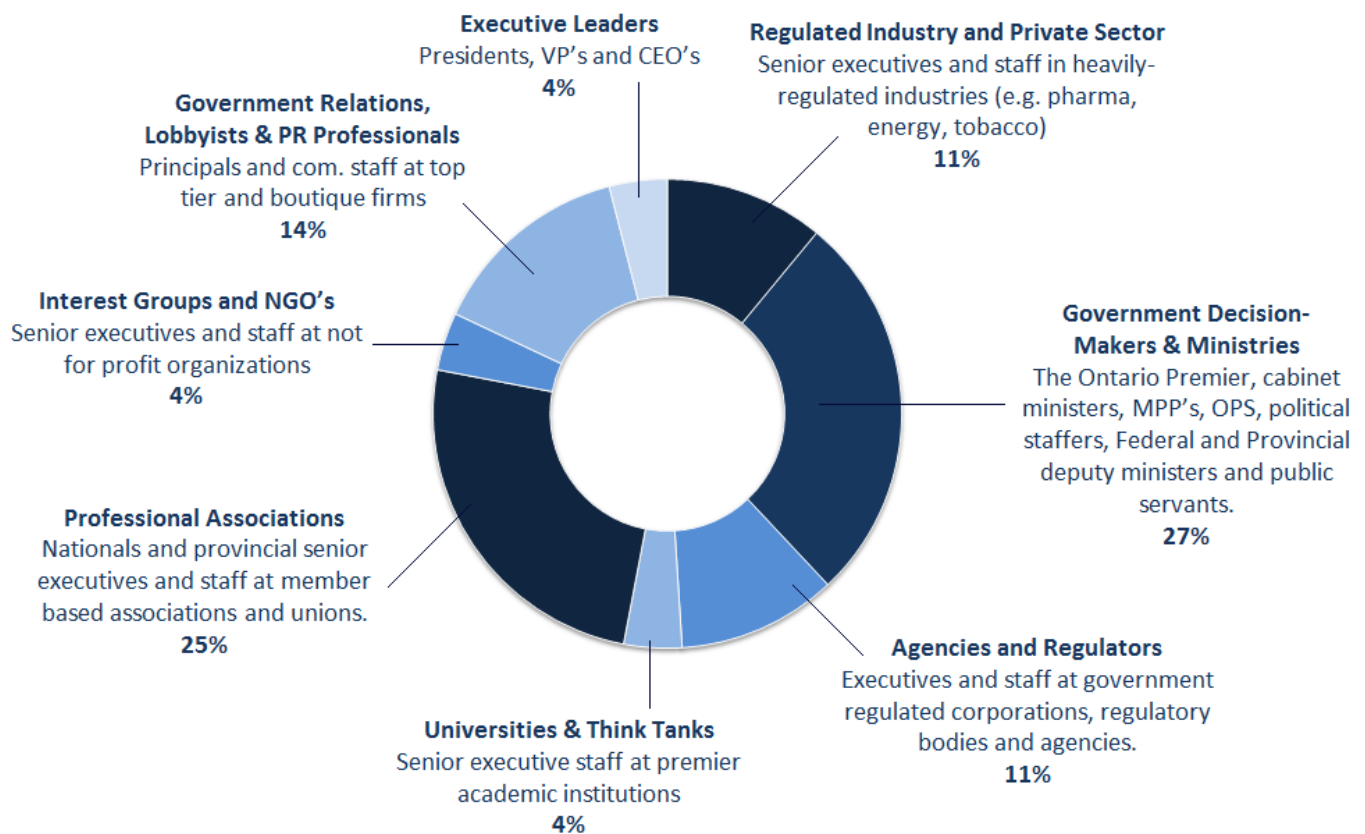
Memberships are held by stakeholders, professionals, business leaders, and Ontario parliamentarians. Our members rely on QP Briefing to provide them with critical commentary on all political movements at Queen's Park.

QP Briefing is an invaluable information tool and a dispassionate resource for members of the Ontario Public Service, Public Affairs Firms and Strategists, Government Agencies, MPPs and all those claiming a stake in



OUR MEMBERS

QP Briefing has captured the attention of a segmented elite audience, making us the most sought after communication portal for top tier organizations. Our team provides deep analytics content for a wide array of high level decision makers, standing at the intersection of private and public sector affairs. QP Briefing's in depth coverage keeps our members at the forefront of complex policy issues, political advancements and private sector affairs.



REACH & REPORTING

- QP Briefing direct emails have a twice daily open rate of 18.6%
- 34% of our members visit the QP Briefing digital platform on a daily basis
- On average, our members read 2.5 articles per visit
- QP Briefing provides advertising clients with detailed metrics and analytics reports at the end of each campaign

ADVERTISING PACKAGES

The Statement Package

\$1,600

1 Big Box Advertisement, prominently displayed on QPBriefing.com for one month's duration

1 Op-ed published to QPBriefing.com and highlighted in our afternoon briefing

**All packages subject to availability*

**All Op-ed's published to the discretion of our Senior Reporter*

The Exposure Package

\$3,400

1 Big Box Advertisement, prominently displayed on QPBriefing.com for one month's duration

1 Leaderboard Advertisement, imbedded within our twice daily email briefs for one month's duration

2 Op-eds published to QPBriefing.com and highlighted in our afternoon briefing
Limit: 1 Op-ed per month

1 Targeted dedicated email sent directly to a segment of our elite audience.

The Proclamation Package

\$5,500

1 Big Box Advertisement, prominently displayed on QPBriefing.com for one month's duration

1 Leaderboard Advertisement, imbedded within our twice daily email briefs for one month's duration

4 Op-eds published to QPBriefing.com and highlighted in our afternoon briefing
Limit: 1 Op-ed per month

2 Targeted dedicated emails sent directly to a segment of our elite audience.

WEBSITE ADVERTISING

BRIEFING Log out **SUBSCRIBE**

Featured News | Topics | Careers | Seen, Heard, Happening | Events | Resources | Testimonials | Contact

Bruce Power Nuclear: PART OF A MODERN, CLEAN ELECTRICITY FUTURE
Clean. Low cost. Jobs. Innovative. *Bruce Power Innovation at work*

FEATURED NEWS

Your Morning Briefing
Your morning roundup of news and agenda items for Wednesday, September 7. The National Post has the exclusive story of h ...
Morning Briefing News 07.09.2016

Ontario
O. Reg. 304/16
EXECUTIVE COMPENSATION FRAMEWORK
Seen: Executive pay regulati ...
The regulations affect 340 employers, including hospitals, school boards, universities, colleges and designated provinci ...
News, Seen, Heard, Happening 06.09.2016

POLITICAL EVENTS CALENDAR
SEPTEMBER 2016 TODAY

M	T	W	T	F	S	S
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	1	2
3	4	5	6	7	8	9

Bruce Power Nuclear: PART OF A MODERN, CLEAN ELECTRICITY FUTURE
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WEBSITE PLACEMENT	SIZE	MONTHLY PRICING
Leaderboard (Banner)	728x90	\$720
Big Box	300x250	\$780

TWICE DAILY EMAIL BRIEF ADVERTISING PLACEMENTS

Each weekday, QPB clients receive a morning briefing and an afternoon briefing, delivered directly to their inbox.

Our high open rate ensures maximum exposure to both the leaderboard and big box ad placements.



Your Morning Briefing For
Wednesday September 7, 2016

Good luck getting your favourite VQA at the IGA, Ontario wineries aren't seeing a healthy profit margin in the wine-in-grocery stores scheme. The federal government is refusing, so far, to identify the people of Grassy Narrows First Nation whose cord blood had high levels of mercury in tests decades ago. We the media hope Patrick Brown is looking forward to his next scrum, as there are many questions left lingering about the sex-ed letter, according to the Star. Meanwhile, a 76-year-old Sudbury woman had her guns taken away after she shot a bear on behalf of her pregnant neighbour. That and more in your morning QP Briefing.



Canadian Nuclear Association
Fall Energy Seminar 2016
PARTNERS IN TRADE AND INNOVATION **october 5»6**

NUCLEAR POWER, THE CORE OF
CANADA'S LOW-CARBON FUTURE
LEARN MORE: cna.ca

NU The Future is NU.
Canadian Nuclear Association

SEEN, HEARD, HAPPENING

Seen: Executive pay regulations come into force

Seen: Expanded powers for death oversight council

Heard: Ombudsman received 701 school board complaints in year one of new mandate

Happening: Patrick Brown's first corn roast

HEADLINES

Your morning briefing
Your morning roundup of news and agenda items for Wednesday, September 7.

Ontario should guard against a Cambie Clinic case of its own: NDP
Ontario should tackle its health-care wait lists to prevent a Charter challenge similar to the ongoing case in B.C., says the Ontario NDP's health critic.

Unifor picks General Motors as target automaker in ongoing labour talks
GM will serve as the template for contracts with Fiat Chrysler and Ford, but an impasse at the bargaining table could also mean a strike at the former, as early as Sept. 19.

CAREER OPPORTUNITIES



DIRECT EMAIL PLACEMENT	SIZE	MONTHLY PRICING
Leaderboard (Banner)	728x90	\$960
Big Box	300x250	\$1,020

CAREER POSTING

Advertise open positions to the qualified candidates of QPBriefing. Our Careers section is one of our most attractive features.

Source out respected candidates who have a pulse on Ontario politics and regulatory affairs. Go a step further, and have the career description emailed directly to a segmented group of elite QPB members to directly engage potential candidates.

The Employer Package

\$300

- 1 Open Position published to QPBriefing.com
- 1 QPBriefing sponsored Twitter Posting



Optional E-Blast

\$1200

Open Job Position emailed to all QPBriefing members

EVENT COMMUNICATION

Ensure your audience is in attendance. Have your event details, invitation and creative emailed directly to our high level decision makers, stakeholders and influencers. Event details will also be logged into our highly sought after event calendar and complimented by a QPB promoted tweet.

The Keynote Package

\$1200

- 1 dedicated email containing your organizations event details and attendance pricing.
- Invitation will be received by high level desirables

POLITICAL EVENTS CALENDAR						
SEPTEMBER 2016						TODAY
M	T	W	T	F	S	S
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	1	2
3	4	5	6	7	8	9

QPBriefing can offer your organization segmented invitees based on your target audience.

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SEP

PAAC Breakfast with Steve Orsini

Join PAAC for a special breakfast event featuring the Secretary of the Cabinet, Head of the Ontario Public Service and Clerk of the Executive Council, Steve Orsini.

Start: Sep 26, 2016 08:00
End: Sep 26, 2016 09:30



Join [@PAAC84](#) for a special breakfast with [@SteveOrsini](#) on Sept 26th. Details here: ow.ly/T9MZ303Nv4B #onpoli



RETWEET 1 LIKES 2