



BRIEFING
2017 Media Kit

ABOUT QP BRIEFING

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

QP Briefing memberships are held by stakeholders, professionals, business leaders, and Ontario parliamentarians. Our team provides deep analytic 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.

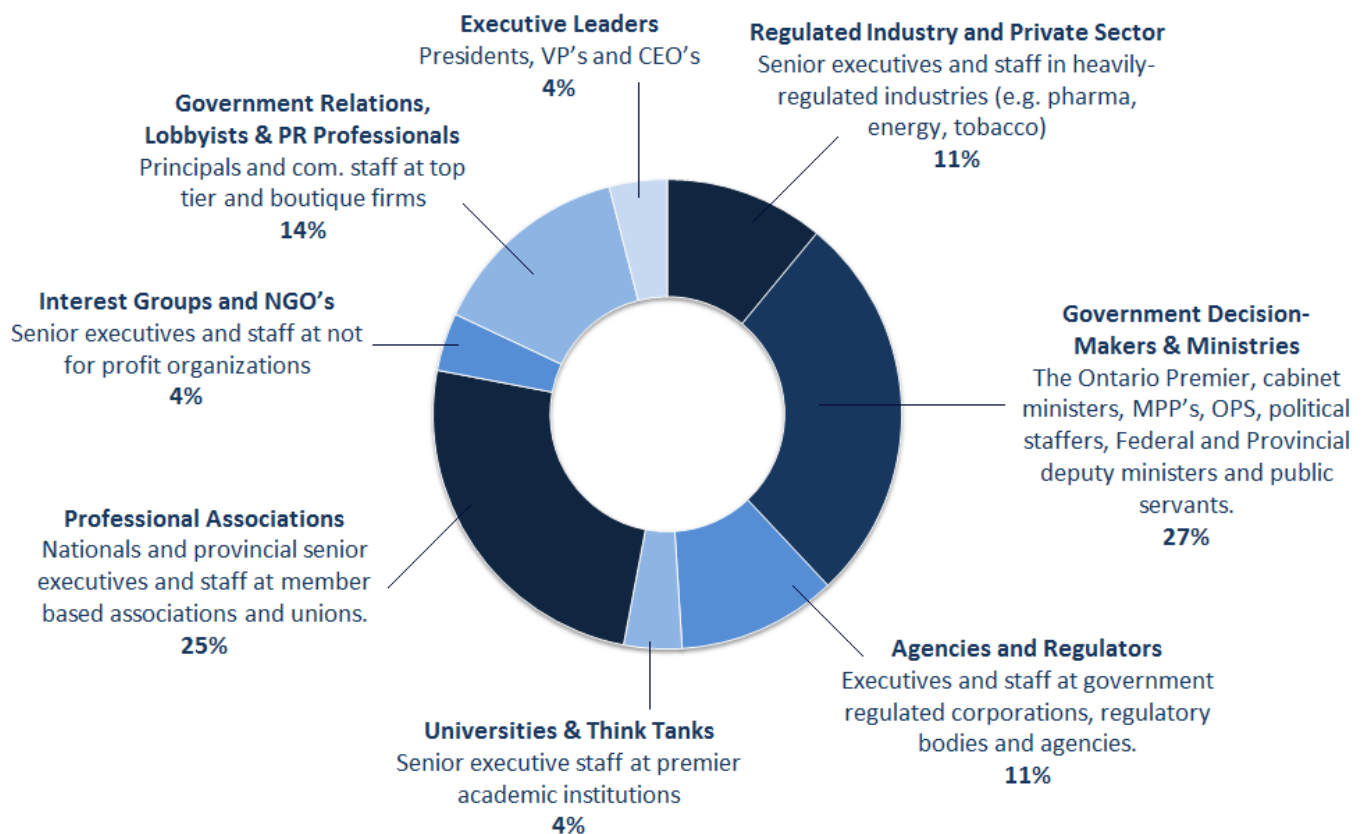
QP Briefing is an invaluable information tool and a dispassionate resource for members of the Ontario Public Service, Public Affairs Firms and Strategists, Government Agencies, MPPs and all those claiming a stake in provincial politics.

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.

REACH & REPORTING

- QP Briefing daily open rate: 18.6%
- 34% of our members visit QP Briefing daily
- On average, our members read 2.5 articles per visit



ADVERTISING PACKAGES

The Statement Package

\$1,800

- 1 Big Box Advertisement** displayed on QPBriefing.com for one month
- 1 Partnered Content Article (Op-Ed)** published to QPBriefing.com and highlighted in our direct to inbox afternoon email brief

The Exposure Package

\$3,400

- 1 Big Box Advertisement** displayed on QPBriefing.com for one month
- 1 Leaderboard Advertisement** imbedded in our direct to inbox daily briefings
- 1 Partnered Content Article (Op-Ed)** published to QPBriefing and highlighted in our direct to inbox afternoon briefing
- 1 Targeted dedicated email** containing your partnered content article (Op-Ed) sent directly to a segment of our elite audience

The Proclamation Package

\$5,500

- 1 Big Box Advertisement** displayed on QPBriefing.com for one month
- 1 Leaderboard Advertisement** imbedded in our direct to inbox daily briefings
- 1 Partnered Content Articles (Op-Ed)** (1 per quarter) published to QPBriefing.com and highlighted in our afternoon briefing.
- 1 QP Briefing podcast pre-roll introduction / sponsorship**

TESTIMONIALS

"QP Briefing's comprehensive coverage ensures I am aware of all news and policy developments that affect my organization. It's an indispensable tool for any organization that needs to monitor political activity at Queen's Park and throughout the province."

James Scongack

Vice-President, Corporate Affairs,
Bruce Power

"QP Briefing provides not only breaking news on new developments at Queen's Park, but also thoughtful analysis and commentaries. It helps the reader better appreciate the complexities and intricacies of Ontario political scene."

Chris Benedetti

Principal, Sussex Strategy Group

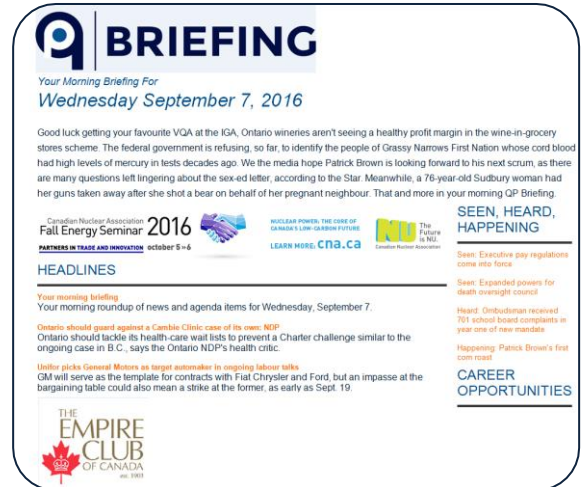
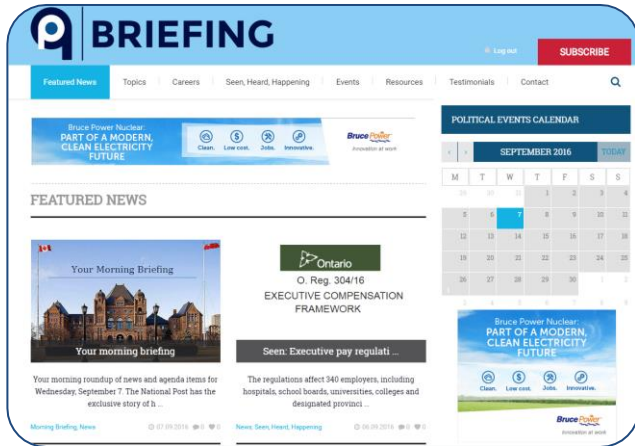
"Having one source for news, analysis and informed opinion is of tremendous value to me in my capacity as a public affairs and government relations professional working in Ontario. The twice daily (Morning and Afternoon)"briefings" are a great way to stay current and informed. I'm a big fan of QP Briefing."

Mitchell Toker

Director, Public Affairs, LifeLabs

WEBSITE AND EMAIL BRIEF ADVERTISING

| Advertisement | Placement | Specs | Monthly Cost |
|---------------|-------------------------|---------|--------------|
| Big Box | Website | 300x250 | \$820 +HST |
| Leaderboard | Website | 728x90 | \$800 +HST |
| Big Box | Twice daily email brief | 300x250 | \$1,060 +HST |
| Leaderboard | Twice daily email brief | 728x90 | \$1,000 +HST |



PODCAST SPONSORSHIP

The QP Briefing podcast is Ontario's prestige information publication, turned audio. Each weekend, we provide supplementary and anecdotal commentary on this week's QP events.

With more listens per episode than our competitors, you can ensure your pre-roll plug is received well by Ontario's most elite and sought after audience.



| | |
|--|--------------|
| 1 Episode Pre-roll introduction sponsorship | \$800 +HST |
| 2 Episodes Pre-roll introduction sponsorship | \$1,400 +HST |

EVENT PACKAGE

| Details | Cost |
|---|--------------|
| 1 QP Briefing Sponsored Tweet | \$1,200 +HST |
| 1 Event Posting: Includes all event details and registration portal | |
| 1 Political Events Calendar Posting (Homepage Spotlight) | |

POLITICAL EVENTS CALENDAR

< **FEBRUARY 2017** > TODAY

| M | T | W | T | F | S | S |
|----|----|----|----|----|----|----|
| 30 | 31 | 1 | 2 | 3 | 4 | 5 |
| 1 | 2 | | | | | |
| 6 | 7 | 1 | | | | |
| 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| 1 | | | | | | |
| 20 | 21 | 2 | 2 | 2 | 1 | 26 |
| 27 | 28 | | | | | |

QP Briefing
@QPbriefing

EVENT: The Empire Club - For Whom the Road Tolls. February 8th.
Full details and registration info, here: [#ONPOLI](http://ow.ly/8RyJ309HR9h)

THE EMPIRE CLUB

OF CANADA



4:30 PM - 2 Feb 2017

UPCOMING EVENT

Canadian Nuclear Association Conference & Trade Show 2017

06 days 19 hr 59 min 10 sec

26 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 | Address: Borden Ladner Gervais LLP, 40 King Street West, 44th Floor, Toronto, ON | |
| End: Sep 26, 2016 09:30 | | |

CAREER POSTING

Advertise open positions to the highly qualified members of QP Briefing. Our Careers section is one of our most attractive features, with 50% of our members viewing postings regularly.

Source out respected candidates who have ample expertise in the areas of Ontario politics and regulatory affairs.

Senior Regulatory Affairs Advisor

15.02.2017 Alexandria Shannon 0

Your Morning Briefing

CAREER OPPORTUNITIES

Senior Regulatory Affairs Advisor



| Details | Cost |
|--|-----------|
| 1 Open Position published to QP Briefing & included in our direct to inbox email brief | \$300+HST |
| 1 QP Briefing sponsored tweet | |



To discuss your options, maximize your exposure or book your campaign with QP Briefing, please contact:

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