



Advertise Where Everyone's Shopping

The most visited retail site in Canada, frequented by 1 in 5
Canadians online†



2011 Media Kit

A Media Plan Must Have!

eBay.ca is unique in its ability to align your client's brand with the most coveted online consumers: the ones who are already intent on making a purchase! Beyond our massive reach and scale, we offer an environment unrivalled in community engagement and loyalty, strong brand equity, and unique targeting capabilities.

The Strength of Transactional Advertising

According to a recent study conducted by Lightspeed Research & IAB UK, the best time to reach consumers with ads is during e-commerce activity, whether they're researching the best deals or actively shopping online.

eBay.ca enables advertisers to place their ads in contextual environments that are crawling with users actively interested in buying related products – most likely in the very near future! That makes for a very qualified set of eyeballs (not to mention high performing campaigns!)

eBay.ca at a Glance

- Canadian audience reach: 22.8%†
- Number of unique visitors to eBay.ca: 5.7 million†
- Number of page views: 391 million†

The eBay.ca Audience Represents Savvy Online Users with Buying Power

- Heavy users of online media for information, communication, entertainment and shopping
- High broadband penetration and credit card usage
- Strong interest for online services like online payments, travel booking and home banking

†comScore Media Metrix, October 2011

Ad Units and Formats

All eBay.ca ad units are delivered above the website fold with the exception of our skyscraper placements, guaranteeing the visibility of your ads. Polite, in-banner rich media creative that comply with eBay.ca specifications are accepted.

Site Location	Ad Unit		
	Leaderboard*	Big Box*	Skyscraper
Homepage	-	Yes	-
Category Pages	Yes	Yes	Yes
Subcategory Pages	Yes	-	Yes
Search Results Pages	Yes	-	Yes
Browse Pages	Yes	-	Yes

*Denotes above-the-fold placement

Campaign Booking Options

Let eBay.ca help your clients promote their brands to our audience of active online buyers! Geo-targeting is included on all campaigns and is offered at the national, provincial, regional and city levels. Use any combination of the options listed below to create a custom campaign package that taps eBay.ca's registration information, categories, and keyword-targeting capability.

A. Impression-Based Campaigns

Book a fixed number of impressions targeted to any combination of the following:

- i) **Run-of-Site (ROS)**
- ii) **Category:** e.g. automotive, cell phones, electronics
- iii) **Subcategory:** e.g. cars & trucks, Bluetooth accessories, iPod & MP3 Players
- iv) **User profile:** age, gender, seller, buyer
- v) **Keyword:** e.g. used cars, plasma televisions, designer shoes

B. Sponsorship-Based Campaigns

Book any combination of the following sponsorship opportunities:

- i) **Category Sponsorship**
Own all impressions in one or more of eBay.ca's top ten categories for a fixed period of time:
 - Automotive
 - Cell Phones
 - Clothing, Shoes, Accessories
 - Computers & Networking
 - Electronics
 - etc.
 - Health & Beauty
 - Home & Garden
 - Musical Instruments
 - Sporting Goods
 - Toys & Hobbies
- ii) **Subcategory Sponsorship**
Own all the impressions tied to a particular subcategory or group of subcategories.
- iii) **Keyword Sponsorship**
Own the impressions generated by all keywords related to a particular brand or vertical.
- iv) **Site Block**
Own all of the impressions on eBay.ca for a fixed period of time.

Rate Card

Build a custom package using any combination of the booking options outlined below. All campaigns must comply with our \$1,500 minimum monthly spend.

Booking Option	Ad Units			Net Rate (CPM)
	728x90	300x250	160x600	
Impression-Based Campaigns				
Run-of-Site (ROS)	Yes	Yes	Yes	\$6.00
Category	Yes	Yes	Yes	\$10.00
Subcategory	Yes	-	Yes	\$15.00
User Profile	Yes	Yes	Yes	\$15.00
Keyword	Yes	-	Yes	\$20.00
Sponsorship-Based Campaigns				
Category	Yes	Yes	Yes	\$10.00
Subcategory Sponsorship	Yes	-	Yes	Inquire for Rate (monthly fees vary by category/keyword)
Keyword Sponsorship	Yes	-	Yes	
Site Block	Yes	Yes	Yes	

Sample placements

Sample Keyword Placement

The screenshot shows the eBay.ca homepage with a search bar containing the keyword "ford". A red arrow points to the search bar. Below the search bar, the search results for "ford" are displayed, including a list of categories and a table of search results.

Search Results for "ford"

Item	Price	Shipping to M9N 1J6	Time Left
NEW 1:32 DIECAST 1932 FORD COUPE POLICE CAR Location: Ontario Feedback: 1,469 99.6%	<i>Buy It Now</i> C \$6.04	+C \$8.55	21d 13h 4m
HARRISON FORD SEAN CONNERY 8x10 Autograph Photo Reprint Location: Newfoundland And Labrador Feedback: 14 100%	0 Bids C \$0.01	+C \$11.93	20m
FORD decal MUSTANG fastback COBRA Shelby GT mach COUPE Location: Alberta Feedback: 3,240 99.9%	1 Bid C \$1.00	Not specified	37m
NOS Antique Ford Galaxie Key Blank Location: Ontario Feedback: 931 100%	1 Bid C \$10.05	Not specified	59m
Vintage Ford 552 Baler Manual FREE SHIPPING Location: Ontario Feedback: 865 100%	<i>Buy It Now</i> C \$25.00	Free	11d 6h 25m

Sample Keyword Placement

The screenshot shows the eBay.ca search results for the keyword "smart phone". A red arrow points from the search bar to a promotional banner for "PLAYSTATION CERTIFIED SMARTPHONE". The search results are displayed in a list format with filters on the left side.

Search Results Summary:

- Search Term:** smart phone
- Results Found:** 58,282
- Filters:** Brand (Apple, BlackBerry, HTC, LG, Motorola, Nokia, Samsung, Sony Ericsson), Carrier (Unlocked, Alltel, AT&T, Fido, Sprint, Telus, T-Mobile, Verizon), Condition (New, Used, Not Specified), Price.

Item	Price	Shipping	Time Left
NEW UNLOCKED NOKIA E75 3G GPS WIFI GSM CELL PHONE BLACK Location: Hong Kong Feedback: 1,911 98.8%	C \$168.10	Free	11d 15h 24m
AS-IS RIM Blackberry Curve 8900 ROGERS GSM Smartphone Location: Canada Feedback: 2,661 98.6%	C \$40.00	Free	2m
AS-IS LG TE365 Rogers GSM Neon 2.4in Display Smartphone Location: Canada Feedback: 2,661 98.6%	C \$8.49	Free	3m
New LG GC900 Viewty Smart 3G Phone 8GB 8MP GPS WIFI Location: Hong Kong Feedback: 2,577 99.4%	C \$134.08	Free	19d 2h 1m

Sample Category Placement

The screenshot displays the eBay.ca website interface. At the top left is the eBay.ca logo with the text "Welcome! Sign in or register". To the right are links for "My eBay", "Sell", "Community", and "Help". Below these are links for "Contact us", "Français", and "Site Map". A search bar is present with a dropdown menu set to "Computers & Networking" and a "Search" button. Below the search bar are navigation tabs for "CATEGORIES", "MOTORS", "STORES", and "TRAVEL", along with a "BIG Deal" badge and a "QuickTax" logo.

A large green rectangular area in the center of the page is labeled "Your Ad Here (728x90)".

Below this area, the breadcrumb "Home > Buy > Computers & Networking" is shown. A yellow header reads "Categories within Computers & Networking".


The categories are listed in two columns:

- Apple Desktops**
- Apple Laptops & Notebooks**
- PC Desktops**
- PC Laptops & Netbooks**
- Computer Components**
 - Cases & Towers
 - CPUs
 - Fans, Heatsinks & Cooling
 - Graphics, Video & TV Cards
 - Interface Cards, Controllers
 - Laptop Screens & LCD Panels
 - Memory
 - Motherboards
 - Motherboard & CPU Bundles
 - Motherboard Parts & Accs.
 - PCMCIA Cards
 - Power Supplies
 - Sound Cards
 - Desktops & Laptops for Repair
 - Other
- Computer Accessories**
 - Cables & Connectors
- Printers**
 - Printer Parts, Supplies & Accs
 - Cleaning, Repair Kits
 - Feeders & Trays
 - Ink Cartridges
 - Ink Refill Kits
 - Ink Ribbons
 - Laser Drum Cartridges, Fusers
 - Laser Toner
 - Power Supplies
 - Print Heads
 - Printer Memory
 - Printer Paper
 - Printer Parts
 - Sign Vinyl
 - Other
- Scanners**
 - Business Card Scanners
 - Flatbed Scanners
 - Handheld Scanners
 - Pen Scanners, Readers
 - Photo, Slide Scanners
 - Portable, Compact Scanners
 - Scanner Components & Parts

On the right side of the page, there is a large green rectangular area labeled "Your Ad Here (300x250)". Below it is a blue birthday banner that says "For our 10 Birthday" with a "COME PARTY" button and a link to "Terms & conditions apply".


At the bottom right, there is a "Popular Searches" section with a yellow header and a search bar containing the text "laptop".

Sample Subcategory Placement


[Welcome! Sign in or register](#)

[Go](#)
[My eBay](#)
[Sell](#)
[Community](#)
[Customer Support](#)

[CATEGORIES](#)
[TRAVEL](#)
[THE BIG DEAL](#)
[DIGITAL MUSIC](#)
[PERSONALS](#)
[BRAND OUTLET](#)



Your Ad Here (728x90)

[Advanced](#)

Related Searches: [pottery barn](#), [throw pillows](#), [blanket](#), [china](#), [sofa covers](#), or [browse this category](#)
 [Include description](#)



2,680,597 results found [Save search](#)

Categories





- Home Decor & Accents
- Afghans, Throws (5,486)
- Baskets (1,955)
- Bookends (841)
- Bottles (577)
- Boxes, Jars & Tins (2,733)
- Candle Holders & Accessories (15,188)
- Candles (29,869)
- Ceiling Tins & Roses (28)
- Children's Decor (19,522)
- Clocks (17,440)
- Decorative Figures & Accents (13,274)
- Decorative Fruit & Vegetables (1,321)
- Decorative Plates & Bowls (4,408)
- Door Accessories (8,754)
- Fireplaces & Accessories (3,508)
- Floral Decor (8,810)
- Globes (469)
- Home Fragrances (27,425)
- Indoor Fountains (777)
- Photo Frames &...

[All items](#)
[Auctions only](#)
[Buy It Now](#)

[Shipping to CAN](#)
[Customize view](#)

View as:  

 Sort by: [Best Match](#)
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	Therapeutic Quality Vetiver Incense 25 Sticks **5yr Location: Ontario Feedback: 3,887 99.8%	Buy It Now	C \$13.44	+C \$1.92	3d 5h 50m
	Yellow Blue Nest Centerpiece Location: Ontario Feedback: 104 100%	0 Bids	C \$0.96	+C \$14.41	5m
	Custom Vinyl Wall Decor Art - True Beauty Location: Ontario Feedback: 101 100%	0 Bids	C \$5.75	+C \$5.75	19m
	Custom Vinyl Wall Decor Art - Dance in the Rain Location: Ontario Feedback: 101 100%	0 Bids	C \$6.71	+C \$4.32	19m

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