

Information Document and Specifications



Web Policies – Part 2 – Websites with a mailing list Subscription and Contact form

This article offers you an example of a website policy for companies located in Quebec with a posting website or a blog collecting data from a subscription system and a contact form. [Read more.](#)

Topics featured

- Introducing a third-party email subscription system: MailChimp
- Example of a User Policy, or General Guidelines for Subscriptions
- Sample Privacy Policy for a Subscription and Form Site
- Presentation and integration of a contact form
- Example of a warning about the use of cookies for analysis purposes

2 Leaderboard Banners to purchase – 728 x 90 pixels - 19.261 cm by 2.38 cm

Prices and options

- Weekly, from Thursday to Wednesday: \$39.40 plus taxes
- Season (13 weeks): \$491.00 plus taxes (save 5% of the weekly price)
- Year (52 weeks): \$1,872.00 (save 10% of the weekly price)

Specifications: PNG or JPG images; RGB color. Note: The minimum recommended size of your text on the visual is 12 pts. Materials to be sent by WeTransfer to Jeff Maheux by email at services@web-plus-marketing.com no later than the second business day before your publication.

[General information about the Advertising Service](#)
[2024 Media Kit & Monthly partnership](#)
[Contact information](#)



A Leaderboard banner example

Banners placement: The first banner is in the first third of the article, the second after the conclusion. These are, according to the statistics of the habit of readers of this site since 2018, two profitable places for an advertising placement.

Readers: Blog tickets in this category of professional reports are read by the business leadership and the technology, communications and marketing departments. [More statistics on the site.](#)

The benefits of advertising your products and services on the Digital Marketing Blog

- A targeting of specialized articles readers by owners and users of corporate websites and digital tools.
- Display in French or French and English with separate links, (French is mandatory).
- 5% of the value before taxes of your advertising purchase returned to advertising with personalized targeting on Meta. (An advertisement of the publication of the blog article with a budget of your purchase percentage for the period of your advertising purchase. Boost from W+M Services account; subject to the approval and according to the terms of use of Meta for Facebook and Instagram).
- Use a service provided from a secure site with a good virtual reputation with current tools, with referencing and updated article distribution applications in both languages, and with sharing tools that facilitate the transfer of information to readers' social medias and email networks.
- Obtain weekly Analytics reports disclosing the information of the article (number of visits by the number of unique visitors, as well as general information of non-confidential origin and according to the applicable laws of Quebec, as well as the general information of your campaign and Meta targeting.
- A reasonable price offered for local companies for an advertising display in articles dedicated to local companies.
- Promotion ensured on W+M social media with a growing reach of 8,000 persons per month since their creation in November 2023.

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