



Home Lottery News

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MEDIA KIT

April 2017



Canada's trusted
news source for
charitable lotteries
and sweepstakes

We help charities and people alike, by connecting our millions of readers with charities and social companies that run home lotteries and other contests benefiting good causes.

HOME LOTTERY NEWS

About Us

The Home Lottery News™ develops news articles and advertising campaigns for licensed charitable lotteries and sweepstakes across Canada.

Deliver your message to over 1.1 million active, engaged subscribers across Canada.

We provide our readers and subscribers with lottery updates on winners, deadlines, sell-outs, previous lotteries, photo galleries, information on charitable foundations and so much more. Our subscribers get the information they want to know, when they want to know it.

Our average readers are home owners aged 45+ that are interested in supporting local hospital foundations as well as interested in home improvements, real-estate, travel and news.

Choose The Home Lottery News™ to reach YOUR audience.

over

1,115,000

SUBSCRIBERS ACROSS CANADA



Home Lottery News Subscribers

▶ 26% ONTARIO	▶ 9% MANITOBA	▶ 4% NOVA SCOTIA
▶ 28% ALBERTA	▶ 5% SASKATCHEWAN	▶ 2% NEW BRUNSWICK
▶ 24% BRITISH COLUMBIA	▶ 1% OTHER	▶ 1% NEWFOUNDLAND



*Average from April 2016 to March 2017

HOME LOTTERY NEWS

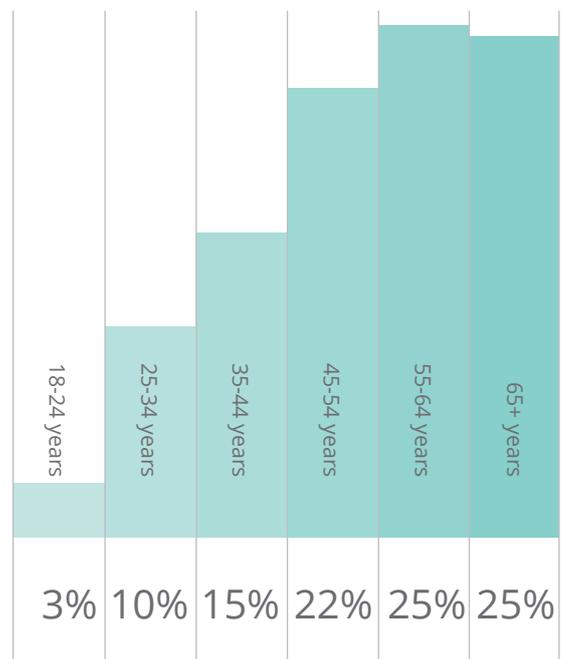
Our Audience

By advertising with The Home Lottery News™, you can have the confidence that your message will be delivered to a motivated and highly targeted audience. Your brand will appear within a highly trusted context, leveraging our unique marketing opportunities.

Reach YOUR Audience - Direct Website Visitors



Age Distribution



Device Overview



*Average from April 2016 to March 2017

HOME LOTTERY NEWS

Reach Your Audience



The Home Lottery News™ serves our readers relevant and timely information about charitable fund-raising lotteries and other events across Canada.

The Home Lottery News™ is a truly unique vehicle for charitable lottery advertising. Our subscribers are true charitable lottery supporters, as both our surveys and response to our news and advertising campaigns have shown. In the one year period from April 2016 to March, 2017, over 1,090,000 readers were referred by The Home Lottery News™ to the websites of the lotteries and foundations we write about.

200,000 of those referrals where in March 2017 alone. **We estimate over 2 million referrals for the 2017 year.**

Our advertisers recognize our highly targeted and responsive subscriber base.

Advertising Options

We offer a full gamut of advertising options designed to fit any budget. From web-based digital ads, articles enhanced with logos, branding and images; additional articles in rotation; sponsored emails; ads in our regular news summaries; pay-per-click opportunities and other customized advertising systems.

Why Advertise

The Home Lottery News, as part of our commitment to the charitable sector and to our readership, writes a large number of articles every year about most if not all of the large charitable lotteries that operate each year.

By advertising on The Home Lottery News, you can be assured of increased sales, and more exposure to a very targeted and receptive audience.

As charities have found, The Home Lottery News can have an influential positive impact on their website visitors and sales, and **can easily contribute 5% to 10% of sales to a lottery campaign — easily the difference between selling out — or not.**

New lotteries without a large existing mailing list will find our ability to create leads is unsurpassed, and is easily the most cost-effective method of creating a successful fundraising lottery. We can do test marketing through email, and help identify areas to do unaddressed admail effectively.

Book your advertising campaign with The Home Lottery News™ today.

HOME LOTTERY NEWS

Digital Ads

Digital ads on The Home Lottery News™ support other advertising and published articles, and are proven to generate ticket sales and help support donor acquisition campaigns as well.

On The Home Lottery News, we offer three standard digital ad placements: a leaderboard at the top of the pages; a 300x600 half-page ad on the right sidebar area, and a 300x250 small block ad below that.

Each ad space is sold separately, although we do offer page takeovers for geographic regions so you can control and enhance your ads and have exclusivity on the digital ad space in your province.

Page takeovers are offered starting at a flat rate of \$750 per day for a single province. They work best when they coincide with a burst of news activity for that province, and so these arrangements are best worked out as part of a larger writing and advertising package.

The three digital ad spaces are otherwise priced on a cost-per-impression or a cost-per-clickthrough basis (with restrictions).

Ad Options	Cost Per Thousand Impressions	Details
▶ LEADERBOARD	\$ 12	728 X 90
▶ BIG BOX	\$ 15	300 X 250
▶ TALL BLOCK	\$ 20	300 X 600
▶ EMAIL LIST SPONSORSHIP	\$ 60	LIMITED AVAILABILITY
▶ EMAIL AD	\$ 25	495 X 200
▶ EMAIL AD TEXT ADD-ON	\$ 10	UP TO 50 WORDS
▶ GEO-TARGETING	10% PREMIUM	RESTRICTIONS APPLY

Ad Options	Cost Per Clickthrough (CPC)	Details
▶ ALL DIGITAL ADS	\$ 2.50	RESTRICTIONS APPLY

Restrictions may apply to some ads; for example Geo-Targeting some areas might not be possible. The most important restriction is that we offer Cost-per-Clickthrough pricing only for pre-approved ads that we believe are compatible with our subscriber base.

HOME LOTTERY NEWS

Enhanced News

Basic news articles on The Home Lottery News™ sent over a million visitors to the websites of lotteries we wrote about in the last year. Over 200,000 were sent in March 2017 alone.

We can help you stand out from the crowd on The Home Lottery News by enhancing articles about your lottery or foundation.

All our basic news is currently done for free, and our subscribers receive email summaries of the news they're most likely to be interested in.

To get extra attention and resulting sales, we let organizations purchase add-ons for the news articles. For example, adding their logo to get brand recognition, or adding a large graphic image to the articles. The same goes for the news summaries in the email - we can embed images in the news email itself, which will definitely draw extra attention.

We can add full ordering information (such as the phone numbers), which we don't normally include in the basic news.

Our normal series of articles includes one about the launch of the lottery, one article for each deadline (usually a week or more ahead of it), and a few articles as winners are announced. Organizations can buy extra articles to provide more sales push for their lottery, and they can purchase extra email distribution to a wider provincial audience.

Everything is offered "a-la-carte", and you can get started for only \$50 and build from there.

Ad Options	Per-article cost	Details
▶ LOGO IN ARTICLE	\$ 50	Displays in article, home page, news streams
▶ GRAPHIC IN ARTICLE	\$ 100	Displays in article full size, thumbnail on other pages if no logo used
▶ PHONE NUMBER IN ARTICLE	\$ 100	e.g., "call 1-888-555-1212 to order by phone"
▶ LOGO IN NEWS EMAIL	\$ 100	Displays in the email and grabs attention
▶ GRAPHIC IN NEWS EMAIL	\$ 200	Embedded inline in the email summary
▶ PHONE NUMBER IN NEWS EMAIL	\$ 200	e.g., "call 1-888-555-1212 to order by phone", right in the email; no need to click to find out how to order
▶ LINK TO WEBSITE IN NEWS EMAIL	\$ 200	e.g., "order <u>online</u> " with the link right in the email, no need to click to the article to find out how to order
▶ ADDITIONAL ARTICLES (EACH)	\$ 500	Suggestion: have extra articles close to deadlines to push urgency; and/or interim cause-related articles.

HOME LOTTERY NEWS

Wider Email Distribution

Get your news out to a wider audience by purchasing full provincial distribution.

Keeping our subscribers happy is our primary goal. To help maintain those happy readers, our system automatically learns what articles each subscriber reads, which ones they don't, and creates a score for each subscriber that indicates their interest in any given lottery or topic.

Then, The Home Lottery News emails focus on articles for each subscriber's main interests. Other news doesn't get emailed to them automatically unless multiple articles are current.

If one of your reasons for advertising on The Home Lottery News is to reach new leads, then it's important to try to reach as many of our subscribers

as possible, and that's where a paid full provincial email distribution is very useful.

As a note, one of the reasons (we believe) we have so many subscribers is we prefer a "soft-sell" approach; we don't like to abuse our relationship with our subscribers.

Our approach involves getting your message out in multiple ways prior to, during, and even after your lottery campaign.

The Home Lottery News has proven itself very effective at generating leads with our approach.

Province	Per-article full provincial distribution	Total subscribers in province
▶ British Columbia	\$ 800	260,000
▶ Alberta	\$ 900	296,000
▶ Saskatchewan	\$ 300	60,000
▶ Manitoba	\$ 400	92,000
▶ Ontario	\$ 900	305,000
▶ New Brunswick	\$ 250	24,000
▶ Nova Scotia	\$ 250	36,000
▶ Newfoundland and Labrador	\$ 200	12,000