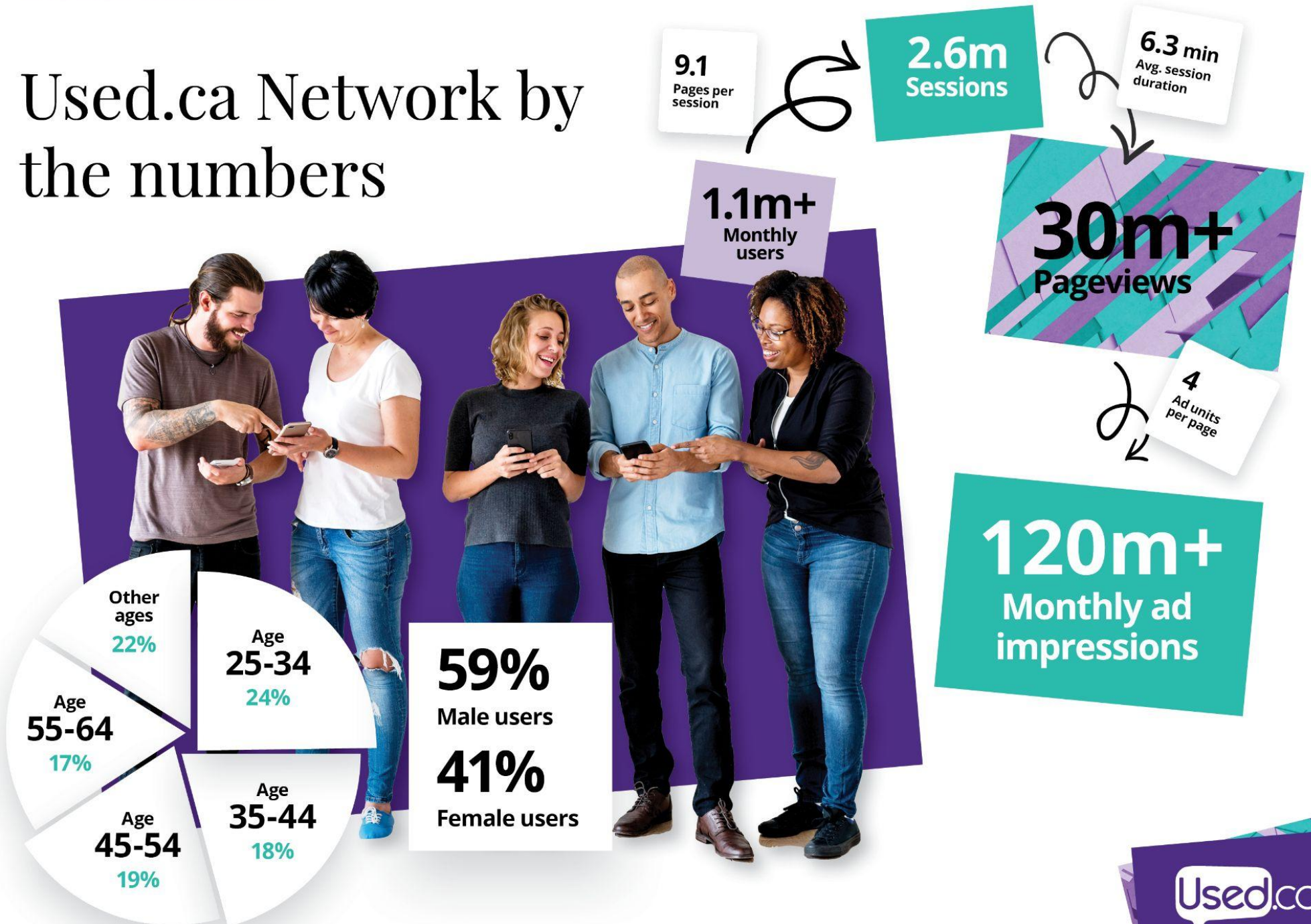




# Digital Media Guide

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# Used.ca Network by the numbers



\*2020 monthly averages (desktop + mobile app)

# Used.ca top in-market segments

Users in these categories are ready to buy



**#2**  
Home furnishings  
& home decor



**#3**  
Employment

#6 Auto Parts, Tires & Auto Repair #7 Tools #8 Apparel #9 Boats, Campers and RVs  
#10 Financial Services (lending, accounting, tax preparation)



**#1**  
Autos (Cars & Trucks)



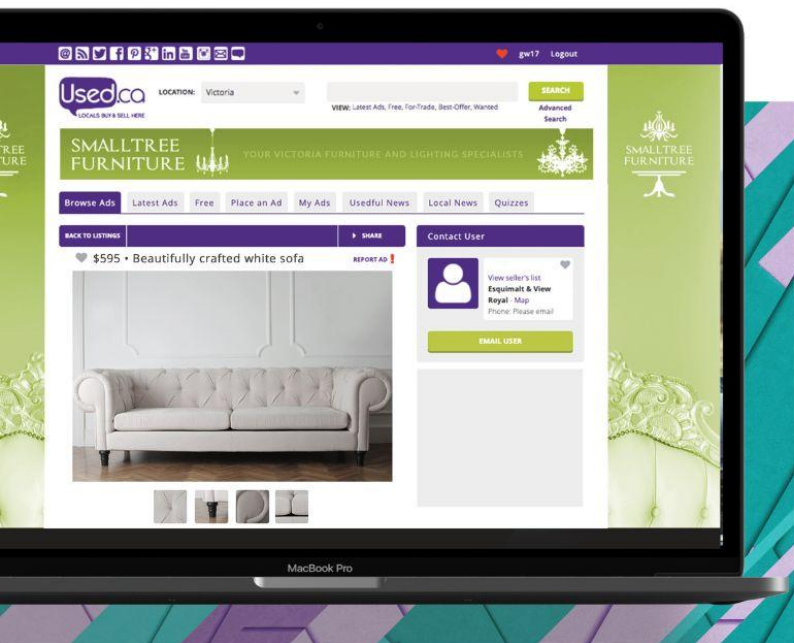
**#4**  
Real Estate - For sale & for rent



**#5**  
Home &  
Garden Services

## Advertising options

# Your brand. Our users. Win-win!



**1 WALLPAPER**  
Take over a category with your brand.

**2 DISPLAY ADS**  
Create brand awareness with a custom ad campaign.

**3 BRANDED CONTENT**  
A professionally-written, editorial-style article.

**4 BUYER EMAIL**  
Your brand delivered directly to thousands of inboxes.



**5 FEATURED ADS**  
Ads run in targeted categories to reach qualified, local shoppers

**6 TOP AD PACKAGES**  
Top spot ads are highly visible and affordable.

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# Display advertising placements

## Desktop Homepage

The desktop homepage features a purple header with the Used.ca logo and navigation links. Below the header, there's a 'Top Leaderboard' (728x90) and a 'Marketing' box (184x90). The main content area is divided into several sections: 'Browse Ads' with filters for 'Latest Ads', 'Free', 'Place an Ad', 'My Profile', and 'Useful News'; a 'Select a car category' dropdown; a 'Search Ads' section with a search bar and filters; a 'Trending Ads' section with a grid of car listings; a 'Useful News' section with a grid of articles; and a 'Lower Leaderboard' (728x90 or 970x250) at the bottom. The page is filled with various ad placements, including car listings, real estate ads, and service ads.

## Desktop Ad List

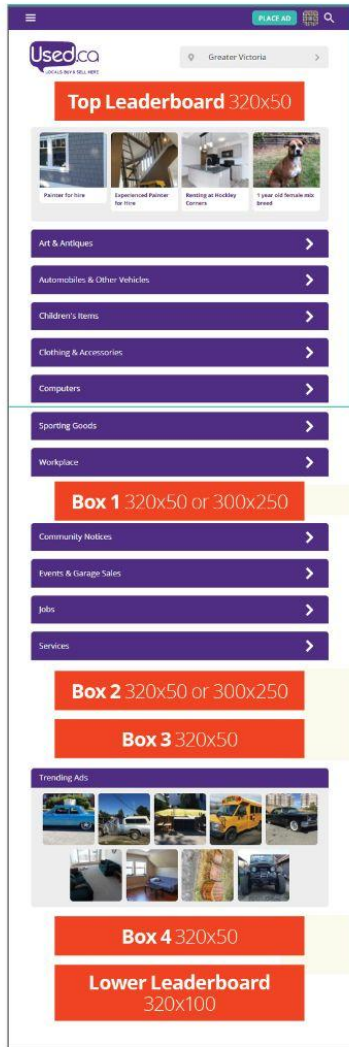
The desktop ad list page features a purple header with the Used.ca logo and navigation links. Below the header, there's a 'Top Leaderboard' (728x90) and a 'Marketing' box (184x90). The main content area is divided into several sections: 'Browse Ads' with filters for 'Latest Ads', 'Free', 'Place an Ad', 'My Profile', and 'Useful News'; a 'Select a car category' dropdown; a 'Search Ads' section with a search bar and filters; a 'Trending Ads' section with a grid of car listings; a 'Useful News' section with a grid of articles; and a 'Lower Leaderboard' (728x90 or 970x250) at the bottom. The page is filled with various ad placements, including car listings, real estate ads, and service ads.

## Desktop Ad View

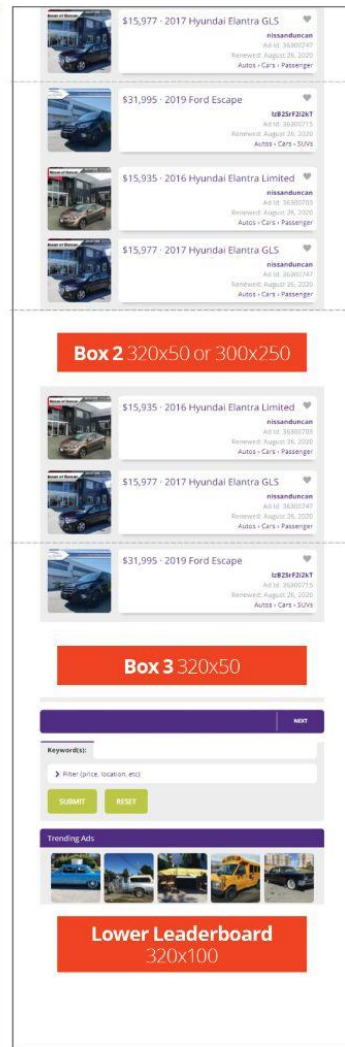
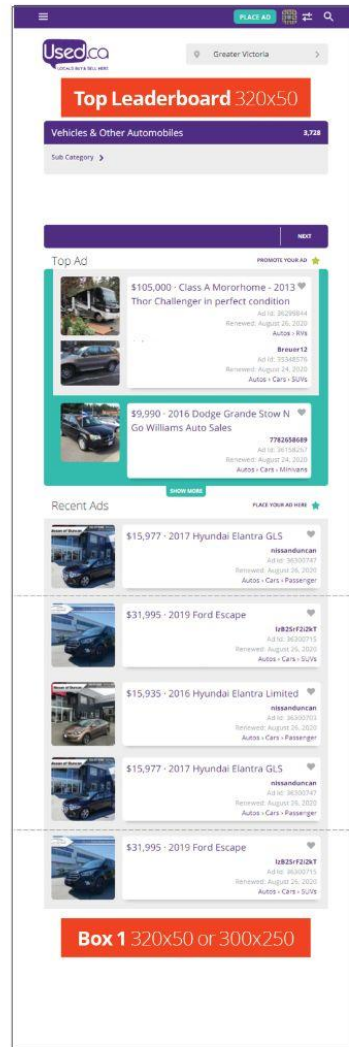
The desktop ad view page features a purple header with the Used.ca logo and navigation links. Below the header, there's a 'Top Leaderboard' (728x90) and a 'Marketing' box (184x90). The main content area is divided into several sections: 'Browse Ads' with filters for 'Latest Ads', 'Free', 'Place an Ad', 'My Profile', and 'Useful News'; a 'Select a car category' dropdown; a 'Search Ads' section with a search bar and filters; a 'Trending Ads' section with a grid of car listings; a 'Useful News' section with a grid of articles; and a 'Lower Leaderboard' (728x90 or 970x250) at the bottom. The page is filled with various ad placements, including car listings, real estate ads, and service ads.

# Display advertising placements

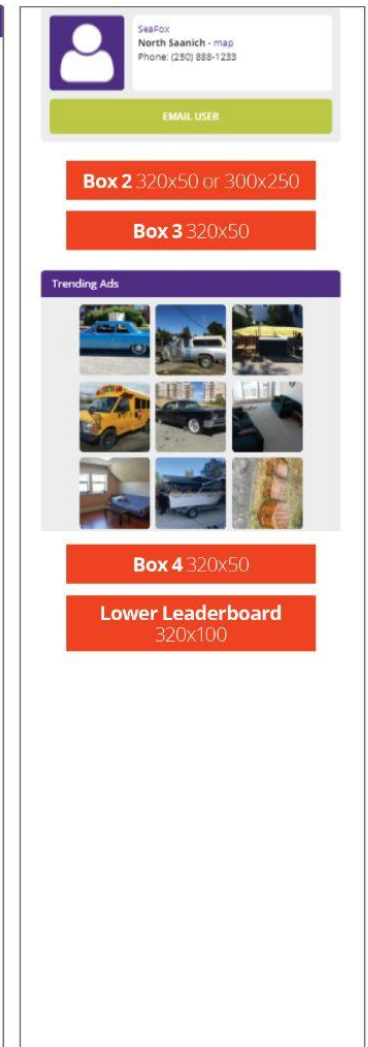
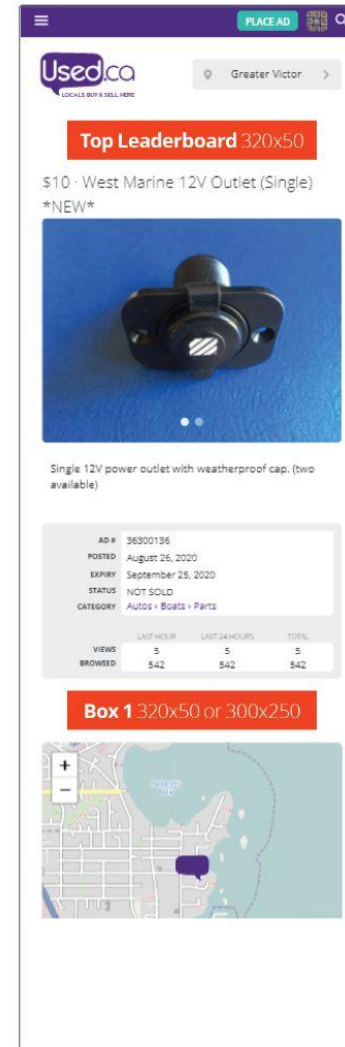
## Mobile Homepage



## Mobile Ad List



## Mobile Ad View



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