



2021 Castanet Kamloops Media Kit

CASTANET
KAMLOOPS.NET

Castanet Kamloops Weekly Statistics

CASTANET KAMLOOPS OVERALL READERS

Google Analytics
as at January 3-9, 2021

75,146

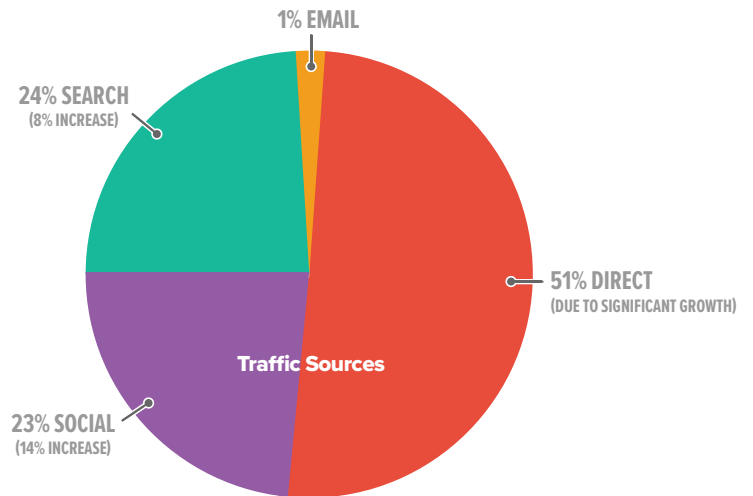
UNIQUE VISITORS

282,683

PAGE VIEWS

2.33

PAGES PER VISIT



Top Markets

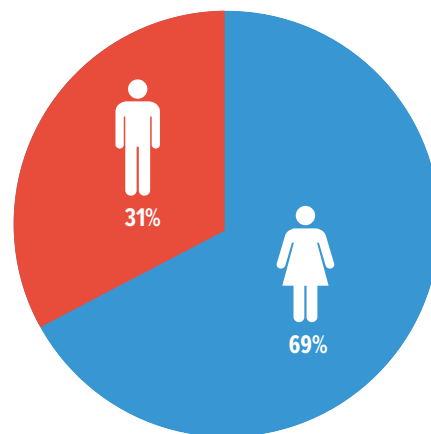
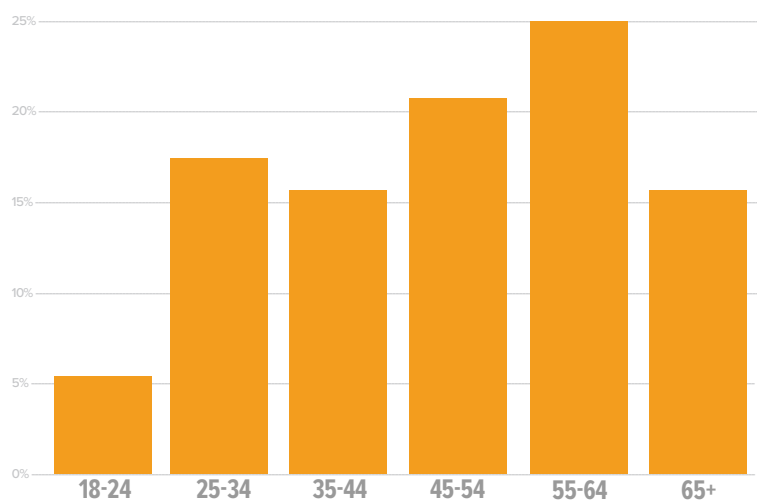
Weekly Unique Visitors		Weekly Page Views	
1. Kamloops	32,797	1. Kamloops	282,683
2. Kelowna	3,284	2. Kelowna	165,801
3. Surrey	2,967	3. Surrey	26,123
4. Vancouver	2,457	4. Vancouver	8,517
5. Calgary	2,409	5. Salmon Arm	6,883
6. Edmonton	1,276	6. Vernon	6,388
7. Vernon	901	7. Abbotsford	5,440
8. Toronto	821	8. Penticton	4,053
9. Salmon Arm	818	9. Calgary	3,690
10. Penticton	749	10. Edmonton	3,520

Demographic Profile

2021

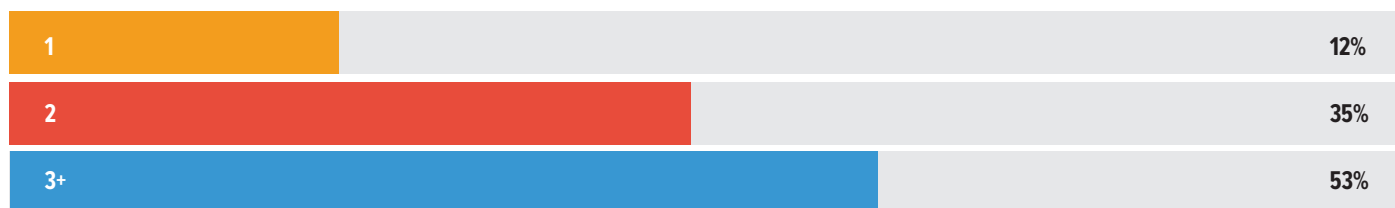
Age & Gender

Google Analytics
as at January 3-9, 2021

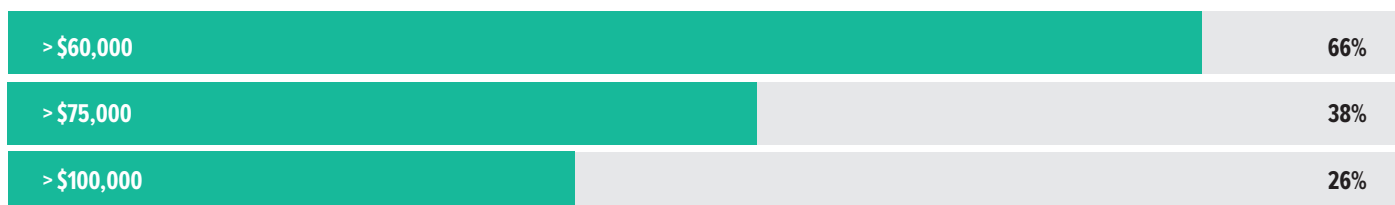


Household Size

comscore



Household Income





1. One Ad = One Message

Let the reader know exactly what your ad is about, without making them work for it.

**WHAT IS THE MAIN
PURPOSE OF YOUR AD?**



Sample Medium Rectangle Ad (300 x 250)



2. Keep It Clean!

A well crafted ad is visually interesting and easy to read. Think of your ad like a movie trailer... it should be enticing, but not give away all the good stuff!

**IS EVERYTHING ON THE AD NECESSARY
TO CONVEY YOUR ONE MESSAGE?**



YOUR NEXT
Great Escape
All Inclusive - Starting at \$995 pp

BOOK NOW!

Sample Half Page Ad (300 x 600)



3. Clicks Are Gold

The biggest advantage to advertising online (vs. other media) is the ability to measure clicks. Run ads with different messages, compare the clickthrough rates and find out what works best with your customers.

**DID YOU GIVE PEOPLE
A REASON TO CLICK?**

Our team can produce a professionally written piece about your business, employees, suppliers, innovations, announcements or more.

By partnering with Castanetkamloops.net, a StandOUT written piece **builds trust & credibility**. It's also a great way to speak to your business' connection to the community. StandOUT, and enjoy the tremendous additional exposure!



NOTES: Content will be approved by advertiser before publishing. Content should be factual, cannot be misleading and will be visibly indicated as "Sponsored Content". We reserve the right to reject content, in which case a full refund would be provided. HST extra.

Advertising Ad Specs

2021

All ad size dimensions in pixels

Leaderboard

728x90

FILE FORMAT: .JPG, .GIF,
MAX FILE SIZE: 150K



Medium Rectangle

300x250

FILE FORMAT: .JPG, .GIF
MAX FILE SIZE: 275K



At Castanet, we strive to achieve the highest ethical standards in all that we do. We feature IAB approved ad sizes that are featured in various areas of Castanet.

Embedded Banner

640x90

FILE FORMAT: .JPG, .GIF
MAX FILE SIZE: 150K



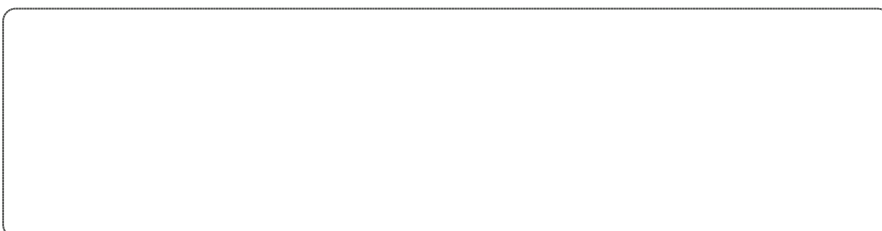
Advertising Standards Canada
Les normes canadiennes de la publicité

Our marketing consultants and creative department ascribe to the Canadian Code of Advertising Standards

Billboard

970x250

FILE FORMAT: .JPG
MAX FILE SIZE: 100K
NO ANIMATION



Small Rectangle

300x100

FILE FORMAT: .JPG, .GIF
MAX FILE SIZE: 175K



Mobile

588x128

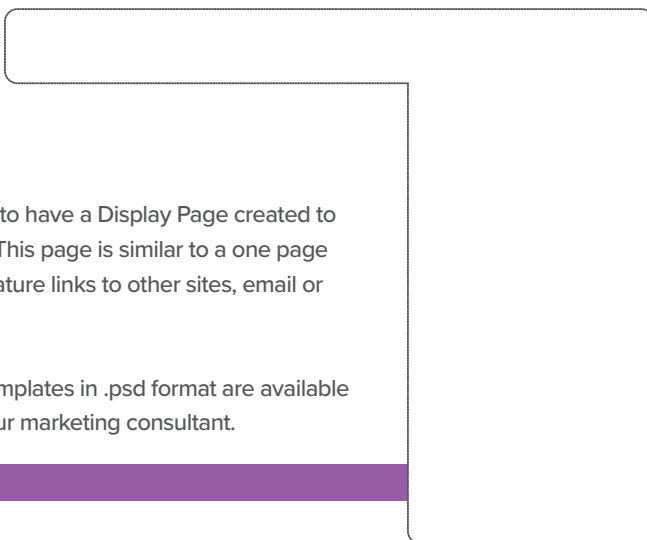
FILE FORMAT: .JPG
MAX FILE SIZE: 80K
NO ANIMATION



Classifieds Photowrap

900x600

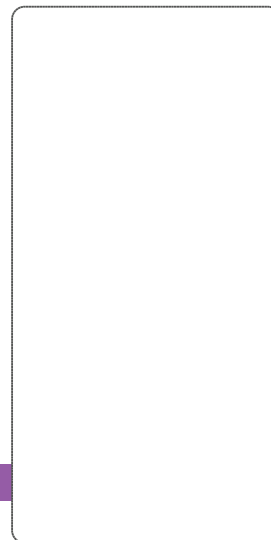
FILE FORMAT: .JPG
MAX FILE SIZE: 125K
NO ANIMATION



Half Page

300x600

FILE FORMAT: .JPG
MAX FILE SIZE: 100K
NO ANIMATION



Clients can choose to have a Display Page created to link from their ads. This page is similar to a one page website that can feature links to other sites, email or online form.

Castanet ad size templates in .psd format are available on request from your marketing consultant.