

2022 KAMLOOPS MEDIA KIT



CASTANET KAMLOOPS REACHES A DIVERSE, LOCAL AUDIENCE IN THE KAMLOOPS & SURROUNDING AREAS, MAKING IT A POWERFUL AND AFFORDABLE ADVERTISING MEDIUM.

CASTANET KAMLOOPS IS PART OF THE GLACIER MEDIA NETWORK, WHICH SERVES LOCAL NEWS AND INFORMATION TO COMMUNITIES ACROSS WESTERN CANADA AND BEYOND.

FOR ADVERTISERS SEEKING EXPOSURE ACROSS B.C. OR JUST ACROSS THE COMMUNITY, WE OFFER UNBEATABLE REACH AND VALUE.

REACH & FREQUENCY

Castanet Kamloops Weekly Statistics

OVERALL READERS

68,634
UNIQUE VISITORS

404,066
PAGE VIEWS

2.88
PAGES PER VISIT

Top Markets

Weekly Unique Visitors

1. Kamloops	26,715
2. Kelowna	7,568
3. Vancouver	7,207
4. Surrey	2,737
5. Vernon	1,374
6. Calgary	1,215
7. Salmon Arm	1,122
8. Penticton	1,108
9. Toronto	1,023
10. Edmonton	626

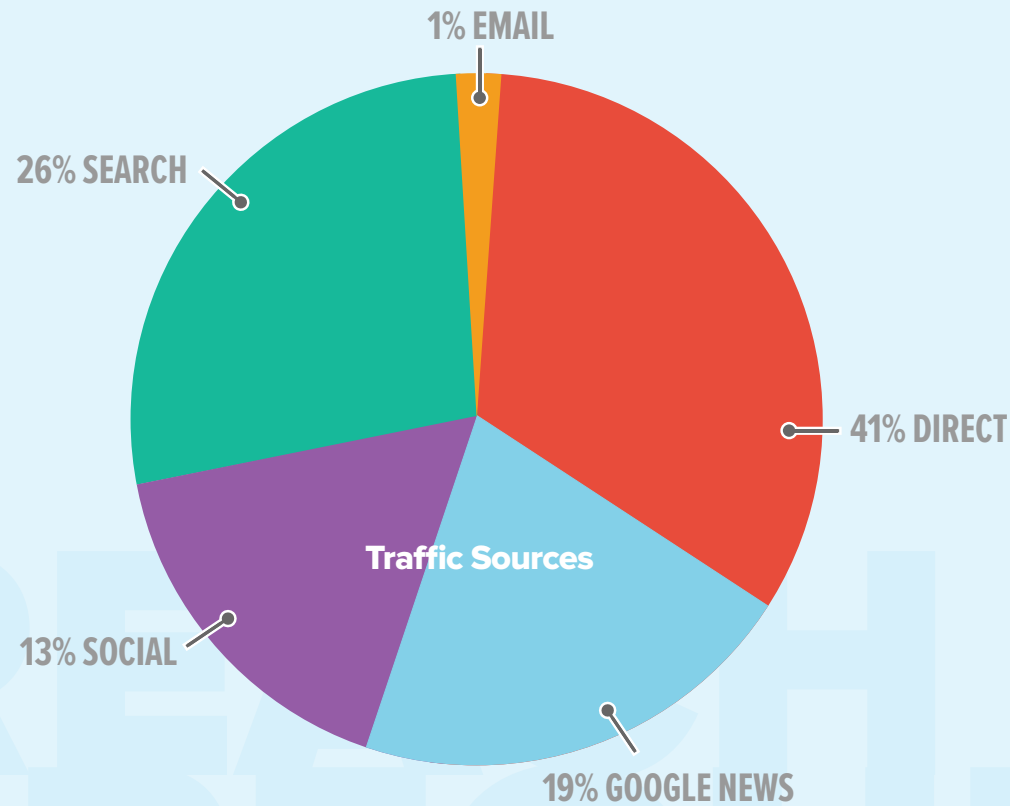
Weekly Page Views

1. Kamloops	205,235
2. Kelowna	48,343
3. Vancouver	32,419
4. Surrey	9,018
5. Vernon	6,913
6. Salmon Arm	6,883
7. Penticton	5,837
8. Merritt	3,492
9. Toronto	3,077
10. Calgary	2,915

REACH & FREQUENCY

Castanet Weekly Statistics

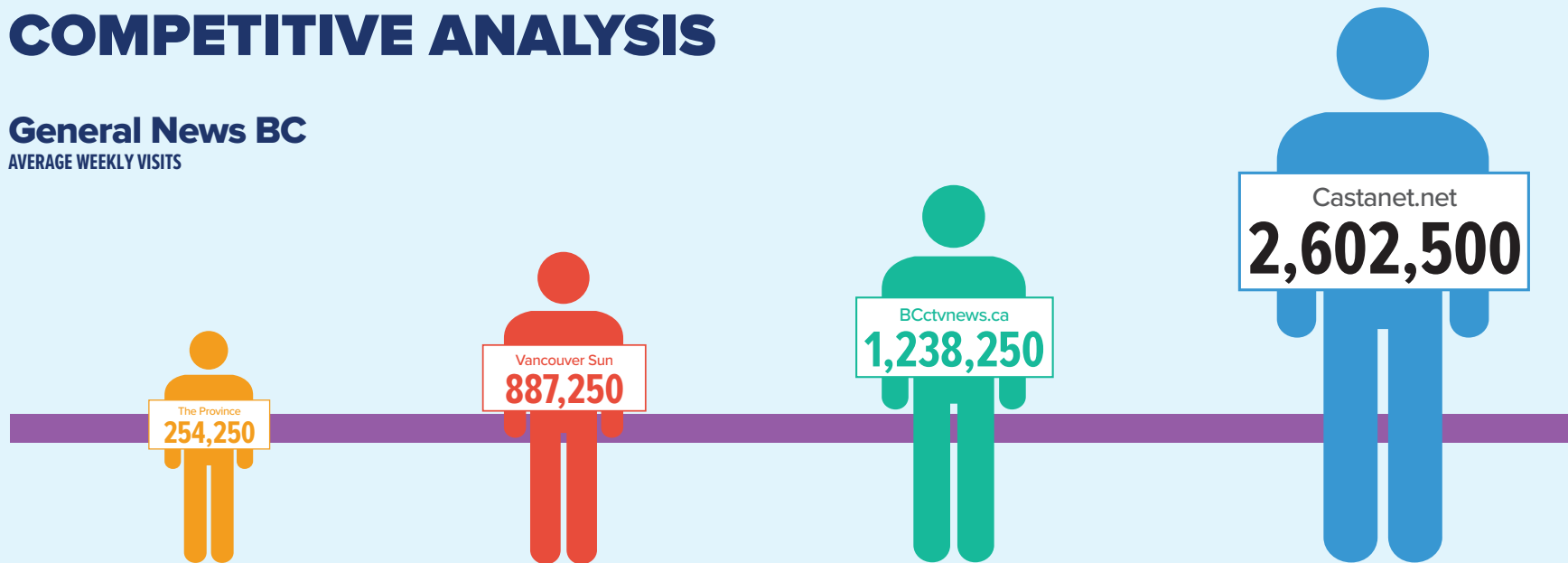
CASTANET OVERALL READERS



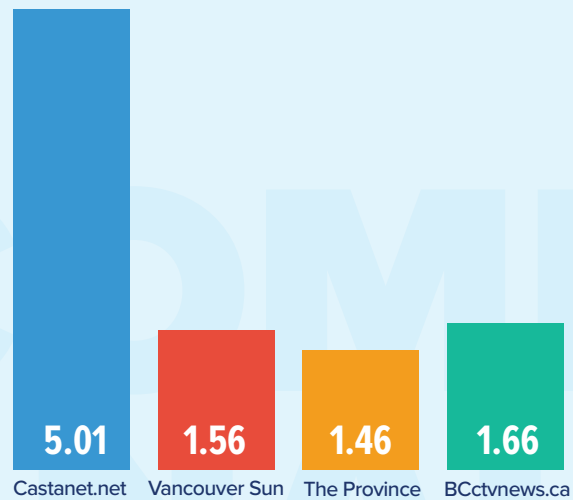
COMPETITIVE ANALYSIS

General News BC

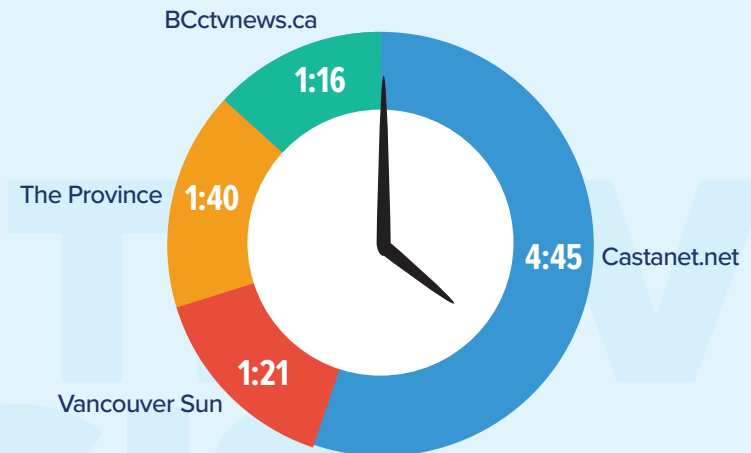
AVERAGE WEEKLY VISITS



Pages Per Visit

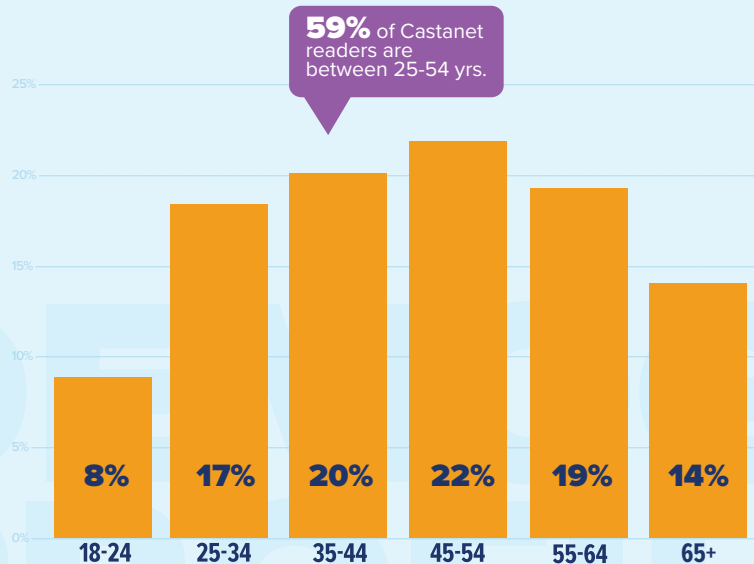
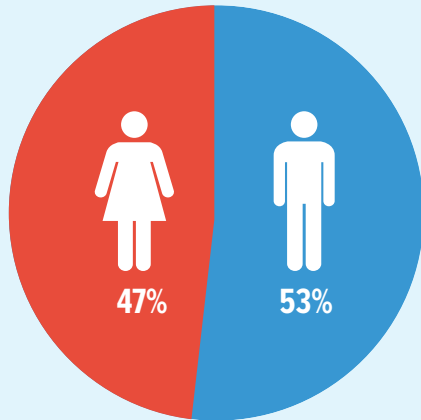


Average Visit Duration



DEMOGRAPHIC PROFILE

Age & Gender



Google Analytics
as at January 16-22, 2022



Get in front of the **Kamloops** and **area's largest audience** by advertising on **CastanetKamloops.net**.

Castanet Kamloops account managers build tailored marketing solutions based on your business goals. We can provide you with any possible digital advertising option from social media management, SEO, programmatic or local ads on CastanetKamloops.net.

Castanet Kamloops is 100% LOCAL. From our designers, tech department and newsroom. When you support Castanet... You support local.

STANDOUT KAMLOOPS!



SHOWCASE YOUR
ORGANIZATION,
INNOVATIONS OR
EMPLOYEES,

WHILE PROVING
MEANINGFUL, LOCAL
CONTENT TO OUR
READERS... YOUR
CUSTOMERS.

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.

Great Ads in 3 EASY STEPS



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?**



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?**



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. They work for it.

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



Sample Medium Rectangle Ad (300 x 250)



Sample Half Page Ad (300 x 600)

DIGITAL SERVICES



Castanet Kamloops operates a full-service marketing and creative team that utilizes our vast range of digital products to execute custom integrated marketing programs for our clients. We can offer the tools to spark growth and build your business.



Display advertising



Website design



Social media management



SEO – Search Engine Optimization



SEM - Search Engine Marketing



Programmatic display



Sponsored content



Video advertising

TESTIMONIALS



“

I've worked with Shannon for the past few years on a marketing campaign and I appreciate her positive attitude and responsiveness.

Shannon offers creative and professional services in a timely manner and with a smile. I'd recommend her for any of your marketing needs.

Hinter Kat Consulting

“

Awesome! Way better than a Facebook ad.

*Sylvia Mcnamee, Director, Media Strategy
Ace Project Marketing*

“

Connecting with our customers takes many forms. We appreciate that **Castanet gives us a direct path to a dedicated & engaged local market. Consistent and reliable results makes Castanet a great marketing partner for us.**

*Heather Courtney, GM
Peak Cellars Winery*

“

Our company has met and exceeded the sales goals and we owe a big acknowledgement to the Castanet team. We will continue to work with them to emphasize our product, our approach, and our business goals.

*Allan Horwood, Owner
The Pool Patrol*

TESTIMONIALS

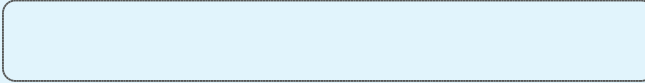
AD SPECS

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



Small Rectangle

300x100

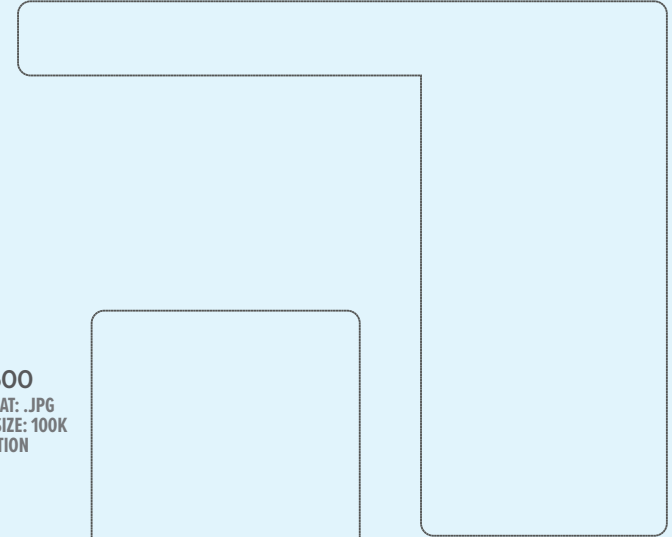
FILE FORMAT: .JPG, .GIF
MAX FILE SIZE: 175K



Classifieds Photowrap

900x600

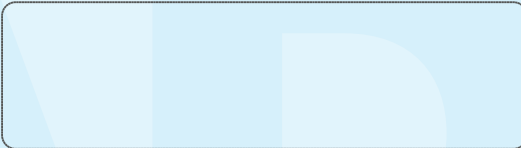
FILE FORMAT: .JPG
MAX FILE SIZE: 125K
NO ANIMATION



Embedded Banner

640x180

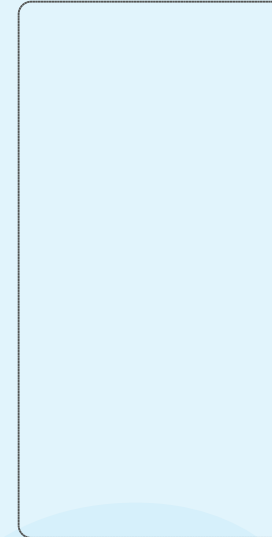
FILE FORMAT: .JPG, .GIF
MAX FILE SIZE: 150K



Half Page

300x600

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



Billboard

970x250

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



Mobile

588x128

FILE FORMAT: .JPG
MAX FILE SIZE: 80K
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.

iab.canada


Ad Standards™

At Castanet, we strive to achieve the highest ethical standards in all that we do. We feature IAB approved ad sizes and ascribe to the Canadian Code of Advertising Standards.