

2023

KAMLOOPS MEDIA KIT

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CASTANET KAMLOOPS REACHES A DIVERSE, LOCAL AUDIENCE IN THE KAMLOOPS AND SURROUNDING AREA, 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

CASTANET OVERALL READERS

74,980

UNIQUE VISITORS

397,969

PAGE VIEWS

2.76

PAGES PER VISIT

Top Markets

Weekly Unique Visitors

1. Kamloops	25,409
2. Vancouver	13,985
3. Kelowna	3,107
4. Surrey	2,418
5. Salmon Arm	2,038
6. Calgary	1,572
7. Prince George	1,286
8. Vernon	1,286
9. Merritt	1,045
10. Chilliwack	954

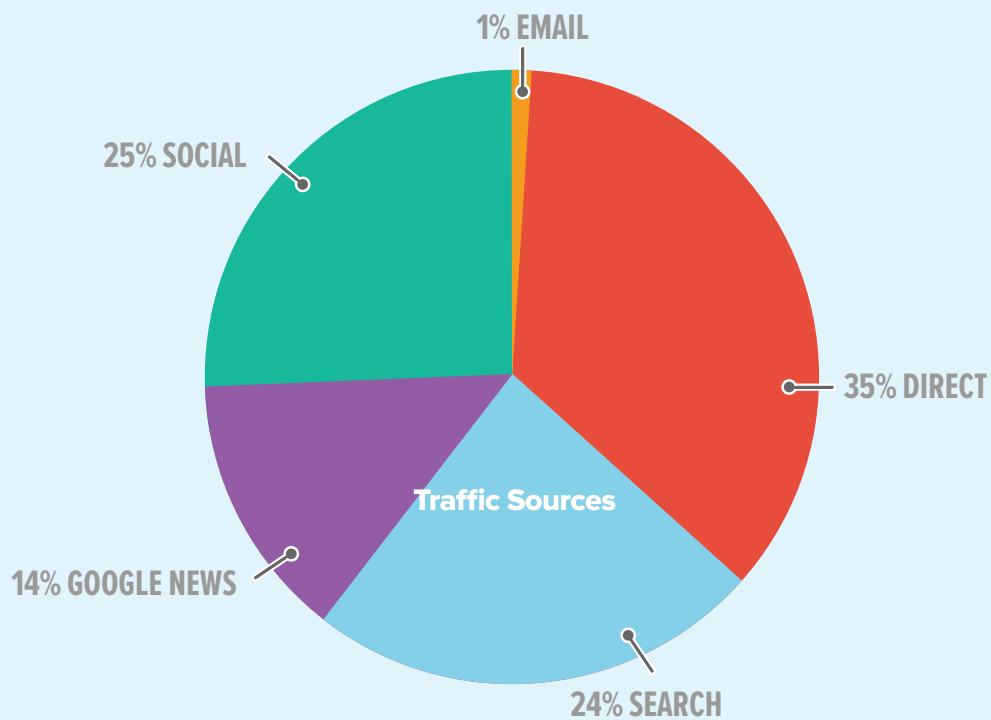
Weekly Page Views

1. Kamloops	162,172
2. Vancouver	60,317
3. Kelowna	15,618
4. Salmon Arm	9,464
5. Surrey	9,304
6. Vernon	4,985
7. Merritt	3,804
8. Penticton	3,635
9. Calgary	3,443
10. Prince George	3,319

REACH & FREQUENCY

Castanet Weekly Statistics

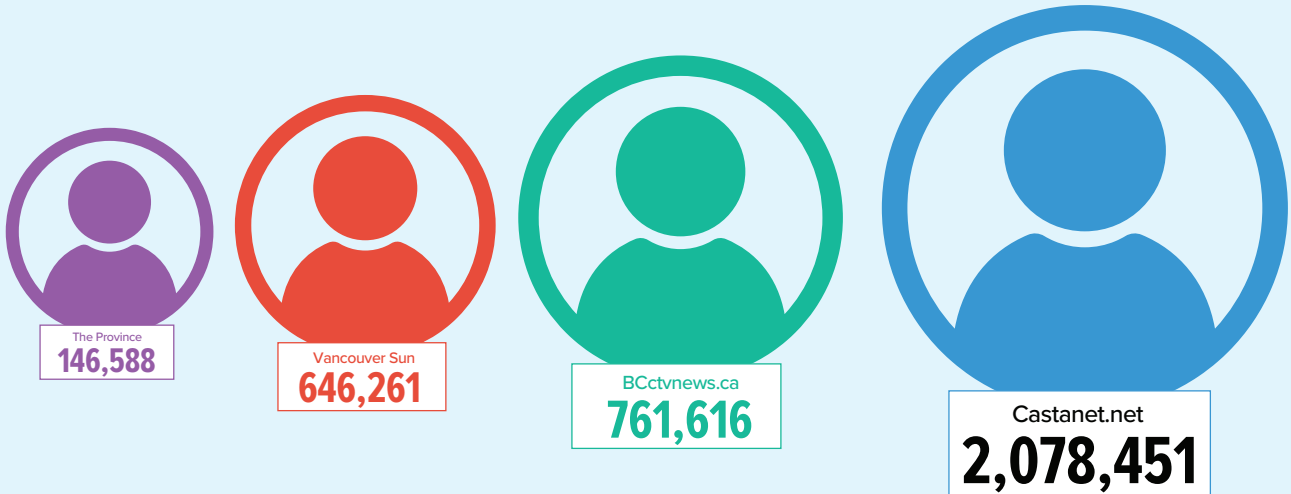
CASTANET OVERALL READERS



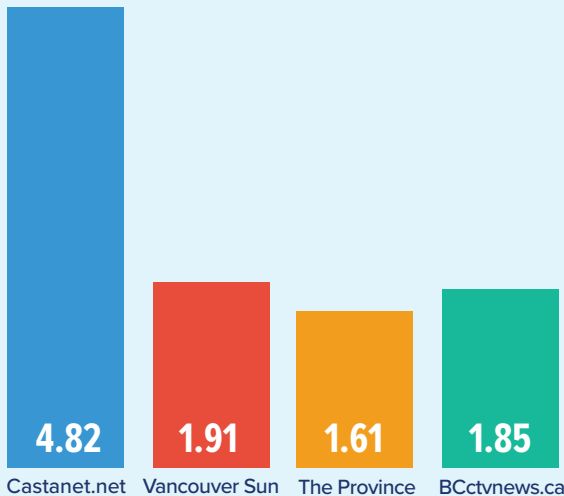
COMPETITIVE ANALYSIS

General News BC

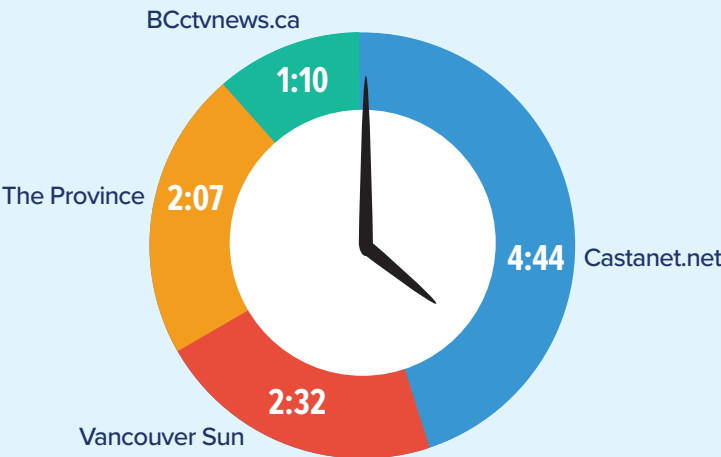
AVERAGE WEEKLY VISITS



Pages Per Visit

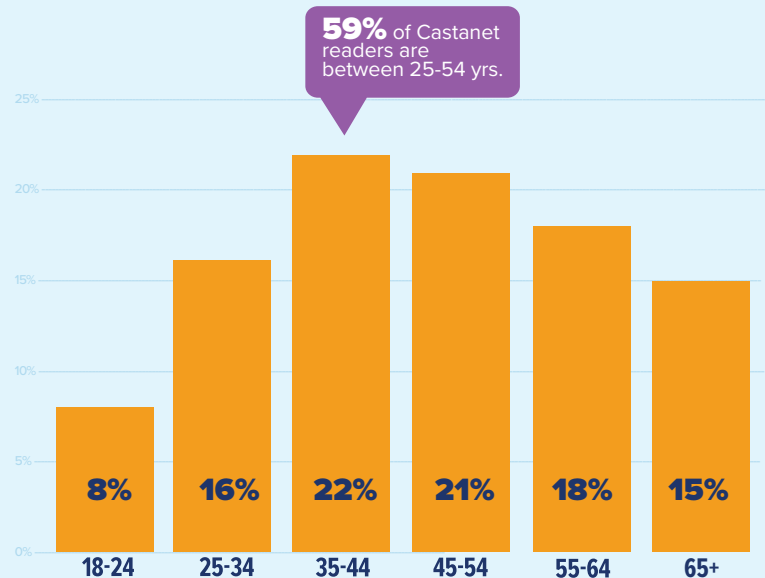
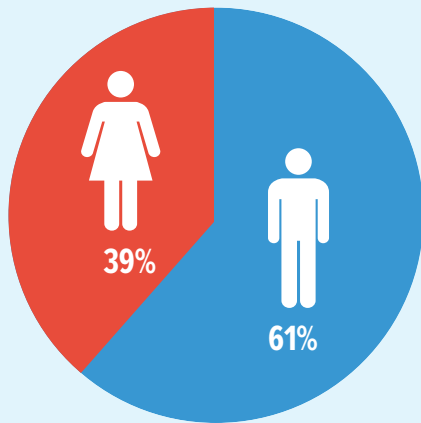


Average Visit Duration



DEMOGRAPHIC PROFILE

Age & Gender



CASTANET KAMLOOPS CAN MAKE YOUR BUSINESS THE BIGGEST THING ON LOCAL ONLINE MEDIA.

WE HAVE EVERYONE YOU ARE LOOKING FOR. CASTANET KAMLOOPS REACHES A DIVERSE, LOCAL AUDIENCE AND NO OTHER COMPANY CAN OFFER YOU THE POWER THE SPARK GROWTH AND BUILD YOUR BUSINESS LIKE WE CAN.

STANDOUT KAMLOOPS!

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!



SHOWCASE YOUR
ORGANIZATION,
INNOVATIONS OR
EMPLOYEES,

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

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.

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



Sample Half Page Ad (300 x 600)



Sample Medium Rectangle Ad (300 x 250)

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
on Castanet.net**



**SEM - Search Engine
Marketing**



Website design



Programmatic display



**Social media
management**



Sponsored content



**SEO – Search Engine
Optimization**



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.

*Kat
Hinter Cat Consulting*

“

This lady is ace! Totally love her passion. **Marina is extremely knowledgeable in all facets regarding digital media** and I absolutely love her honesty and commitment to brand integrity. It's been a continued pleasure working with her and the team at Castanet.

Truly a valuable partner in digital marketing.

*Eleanor Reynolds, Direct or Marketing
Pita Land*

“

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 products, our approach, and our business goals.

*Allan Horwood, Owner
The Pool Patrol*

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Awesome! Way better than a Facebook ad.

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

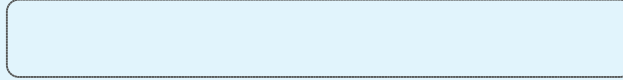
AD SPECS

All ad size dimensions in pixels

Leaderboard

728x90

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



Medium Rectangle

300x250

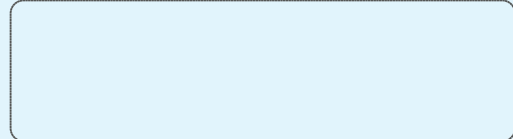
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MAX FILE SIZE: 275K



Embedded Banner

640x180

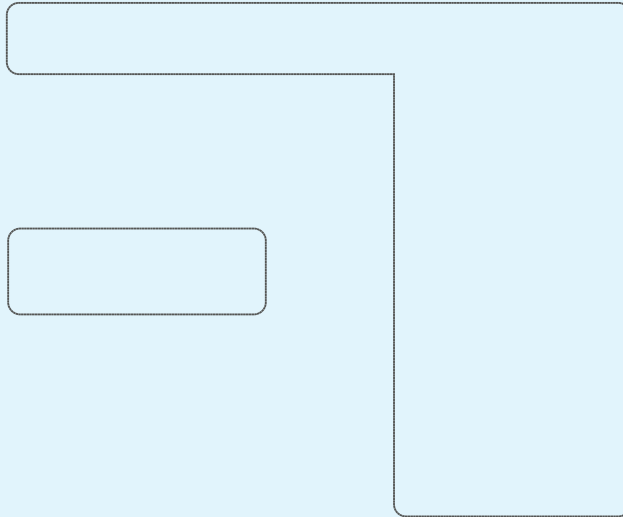
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MAX FILE SIZE: 150K



Classifieds Photowrap

900x600

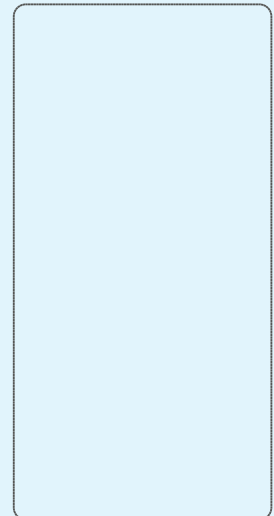
FILE FORMAT: .JPG
MAX FILE SIZE: 125K
NO ANIMATION



Half Page

300x600

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



Small Rectangle

300x100

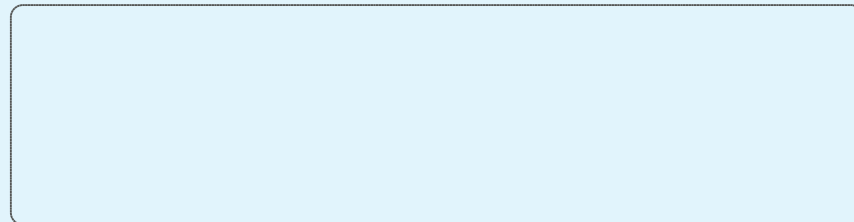
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MAX FILE SIZE: 175K



Billboard

970x250

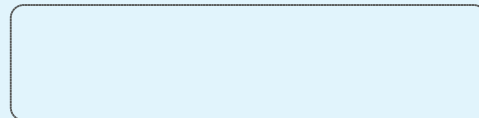
FILE FORMAT: .JPG
MAX FILE SIZE: 100K
NO ANIMATION



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.