



A Partnership Opportunity for Your Business!

Use Castanet's Extensive reach to promote YOUR business! Over 700,000 different people each week are visiting Castanet's editions for local news and issues that matter in our community! These people are reading over 12 million pages a week - which means your business has the opportunity to be seen in a big way!

YOU RECEIVE:

Professionally designed digital ads for one month, driving traffic to YOUR website. Your ads will rotate through Castanet's homepage, news sections & mobile app - select between Option 1 or Option 2.

OPTION 1: EXTENDED REACH

1 week each:

- SOUTH OKANAGAN (Summerland to Osoyoos, including Princeton & Keremeos)
- KELOWNA/WEST KELOWNA PLUS reach into **Vancouver, Calgary, Edmonton etc**
 - KAMLOOPS (or choose the VERNON / SALMON ARM region)
 - VALLEY WIDE Mobile app (province wide downloads)

\$450 plus 5% gst (value: \$2190 - Travel Penticton & Castanet subsidize the balance)

Guaranteed MINIMUM monthly impressions: 600,000

OPTION 2:

2 weeks:

- SOUTH OKANAGAN (Summerland to Osoyoos, including Princeton & Keremeos)
- KELOWNA/WEST KELOWNA PLUS reach into markets outside the Thompson-Okanagan
 - VALLEY WIDE Mobile app (province wide downloads)

\$350 plus 5% gst (value: \$1500 - Travel Penticton & Castanet subsidize the balance)

Guaranteed MINIMUM monthly impressions: 400,000

All design costs are included!

CREATIVE EXAMPLE (all ads must have the Visit Penticton logo):

(we will rotate 2-3 different ad sizes for each campaign)



Trails, Lessons,
Rentals & More
XC Ski & Snowshoe



IN PARTNERSHIP WITH

**VISIT
Penticton**

Book Now!

SOUTH OKANAGAN & SIMILKAMEEN VALLEY
(via the Penticton edition):

REACH & FREQUENCY

Castanet Weekly Statistics
CASTANET OVERALL READERS

42,933
UNIQUE VISITORS

1,067,605
PAGE VIEWS

5.82
PAGES PER VISIT

Top Markets

Weekly Unique Visitors		Weekly Page Views	
1. Penticton	28,449	1. Penticton	736,413
2. Summerland	5,676	2. Summerland	140,191
3. Osoyoos	5,338	3. Osoyoos	104,910
4. Oliver	3,391	4. Oliver	86,071
5. Naramata	170	5. Naramata	6,092

KELOWNA & MARKETS OUTSIDE OF THE OKANAGAN
(via the Kelowna edition):

736,303
UNIQUE VISITORS

12,281,306
PAGE VIEWS

5.01
PAGES PER VISIT

Top Markets

Weekly Unique Visitors		Weekly Page Views	
1. Kelowna	214,409	1. Kelowna	6,652,156
2. Vancouver	83,937	2. Vancouver	816,319
3. Surrey	40,283	3. Surrey	285,916
4. Calgary	24,715	4. Salmon Arm	193,668
5. Toronto	21,577	5. Vernon	179,183
6. Edmonton	12,023	6. Penticton	147,282
7. Kamloops	10,702	7. Summerland	140,191
8. Salmon Arm	10,210	8. Calgary	136,043
9. Vernon	8,181	9. Kamloops	105,623
10. Penticton	7,112	10. Osoyoos	104,910

KAMLOOPS EDITION:

68,634
UNIQUE VISITORS

404,066
PAGE VIEWS

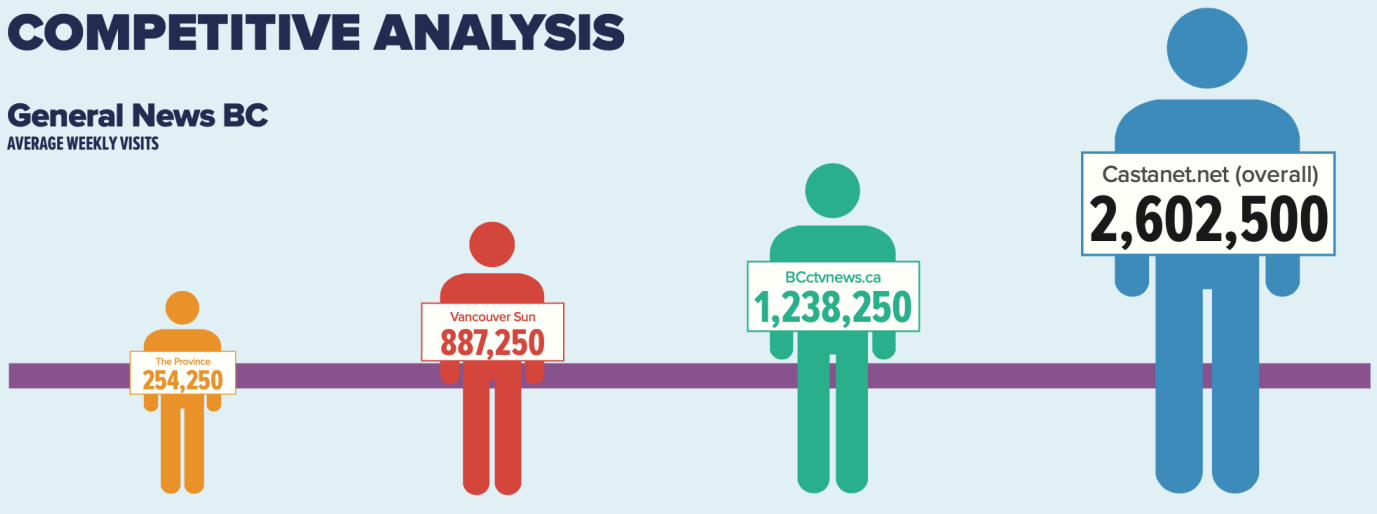
2.88
PAGES PER VISIT

Top Markets

Weekly Unique Visitors		Weekly Page Views	
1. Kamloops	26,715	1. Kamloops	205,235
2. Kelowna	7,568	2. Kelowna	48,343
3. Vancouver	7,207	3. Vancouver	32,419
4. Surrey	2,737	4. Surrey	9,018
5. Vernon	1,374	5. Vernon	6,913
6. Calgary	1,215	6. Salmon Arm	6,883
7. Salmon Arm	1,122	7. Penticton	5,837
8. Penticton	1,108	8. Merritt	3,492
9. Toronto	1,023	9. Toronto	3,077
10. Edmonton	626	10. Calgary	2,915

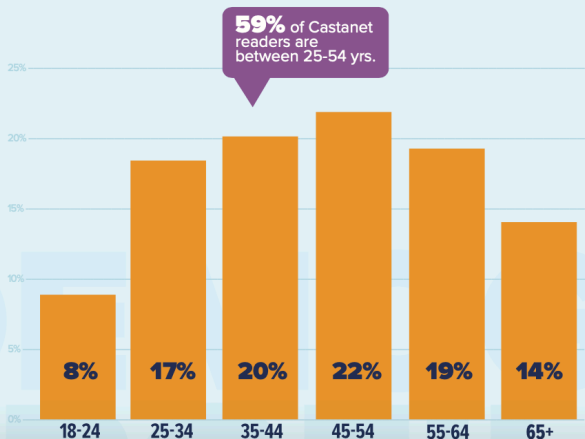
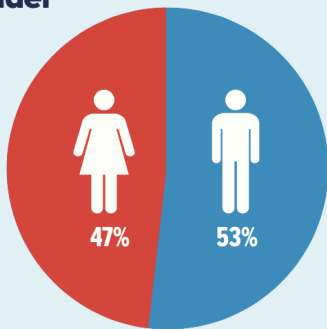
COMPETITIVE ANALYSIS

General News BC AVERAGE WEEKLY VISITS



DEMOGRAPHIC PROFILE

Age & Gender



Get in front of the Valley's largest audience by advertising on Castanet.net.

Castanet 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 Castanet.net.

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