

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:

Digital advertising on Castanet for one month. The ads will run on the front page and news sections, plus in our mobile app – select between Option 1 or Option 2.

OPTION 1: EXTENDED REACH

1 week each:

- SOUTH OKANAGAN (Summerland to Osoyoos, including Similkameen Valley)
- KELOWNA/WEST KELOWNA PLUS MARKETS OUTSIDE THE THOMPSON OKANAGAN (Vancouver, Calgary, Edmonton etc)
 - KAMLOOPS
 - VALLEY WIDE Mobile app (province wide downloads)

\$450 plus 5% gst (value: \$1990 – 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 MARKETS OUTSIDE THE THOMPSON OKANAGAN (Vancouver, Calgary, Edmonton etc)
 - 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! // P.S. Tag Castanet in your Instagram stories for a share!

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

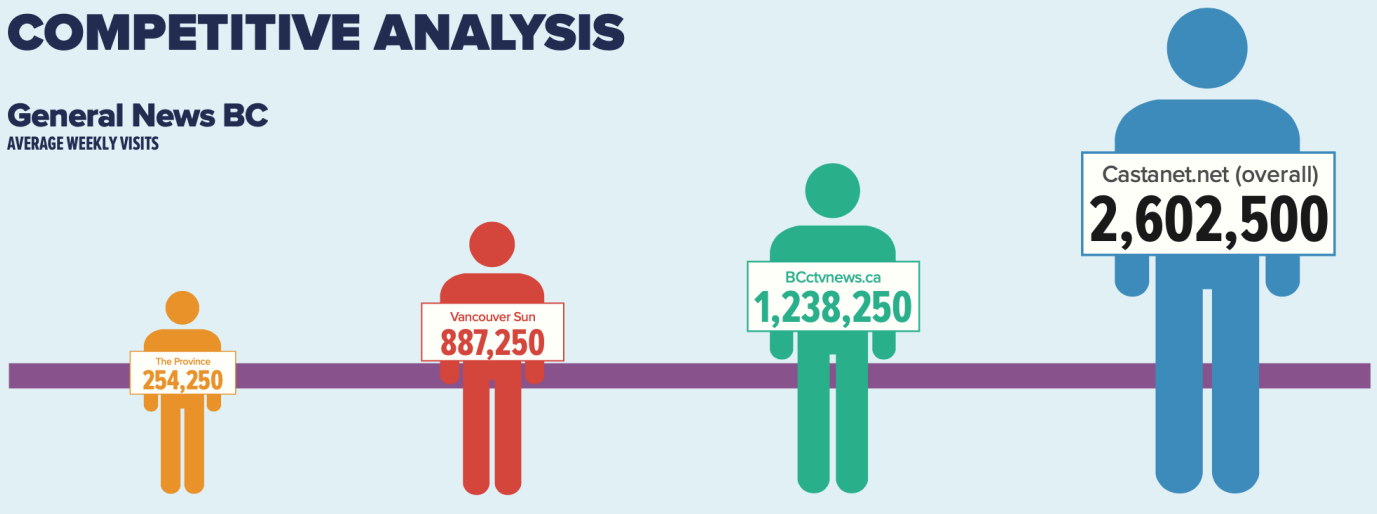
2.88
 PAGES PER VISIT

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 |

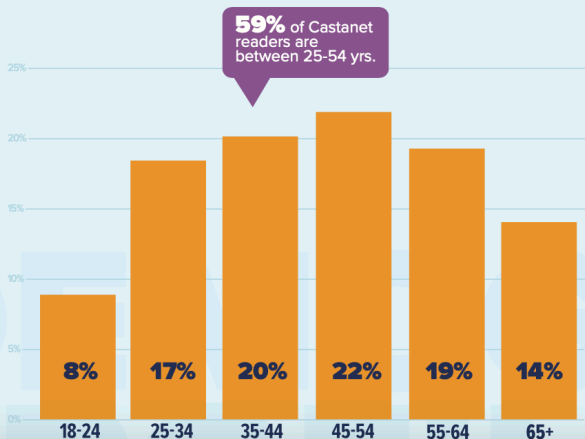
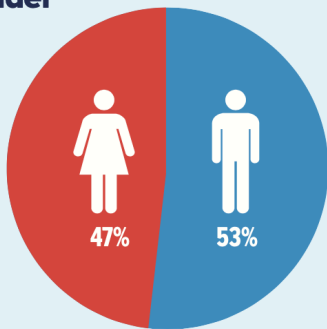
COMPETITIVE ANALYSIS

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.