

embrace THE SHIFT



spring 12
CASTANET MEDIA KIT



Castanet - Reach & Frequency

Jan 15, 2012 - Jan 21, 2012

Google Analytics*

Weekly Statistics

- **302,542 Unique Visitors** visited Castanet
- **8,249,033 pages** were read on Castanet
- Castanet readers **browse 7 pages per visit**
- **Castanet displayed 67,678,275** of our clients advertisements
- Castanet's **clients ads were clicked on 33,667** times

Weekly Unique Statistics

Kelowna	162,447
Vancouver	15,378
Vernon	14,225
Penticton	11,939
Edmonton	8,904
Kamloops	7,850
Calgary	6,017
Toronto	5,867
Nelson	3,699
Victoria	2,768

Weekly Page Views

Kelowna	5,790,653
Vernon	424,172
Penticton	337,650
Vancouver	226,178
Kamloops	187,856
Edmonton	132,377
Nelson	103,421
Calgary	76,581
Toronto	62,760
Victoria	52,429

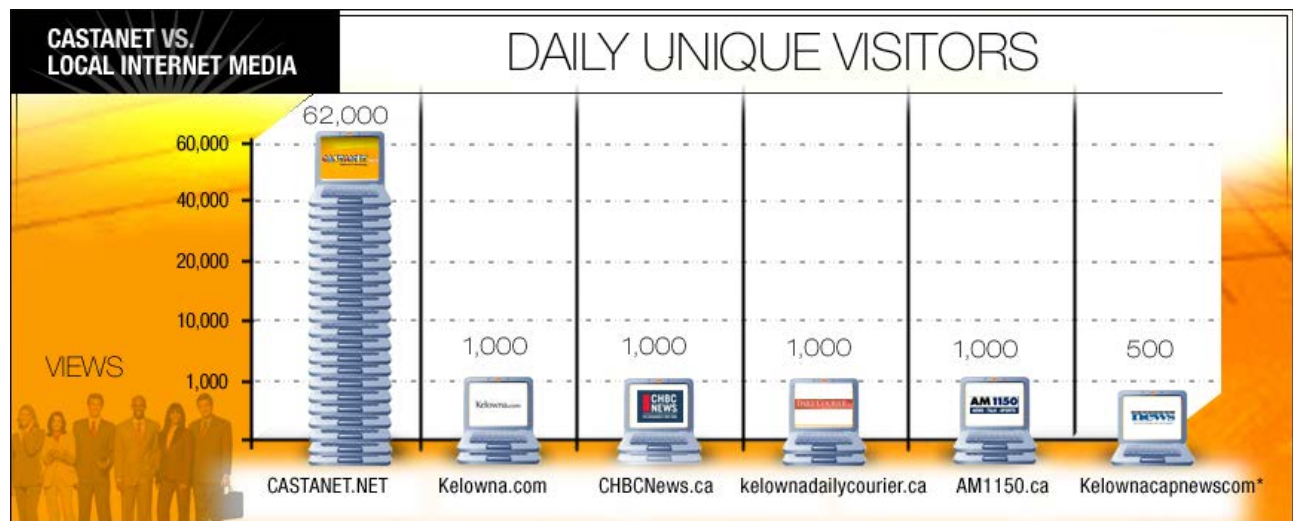
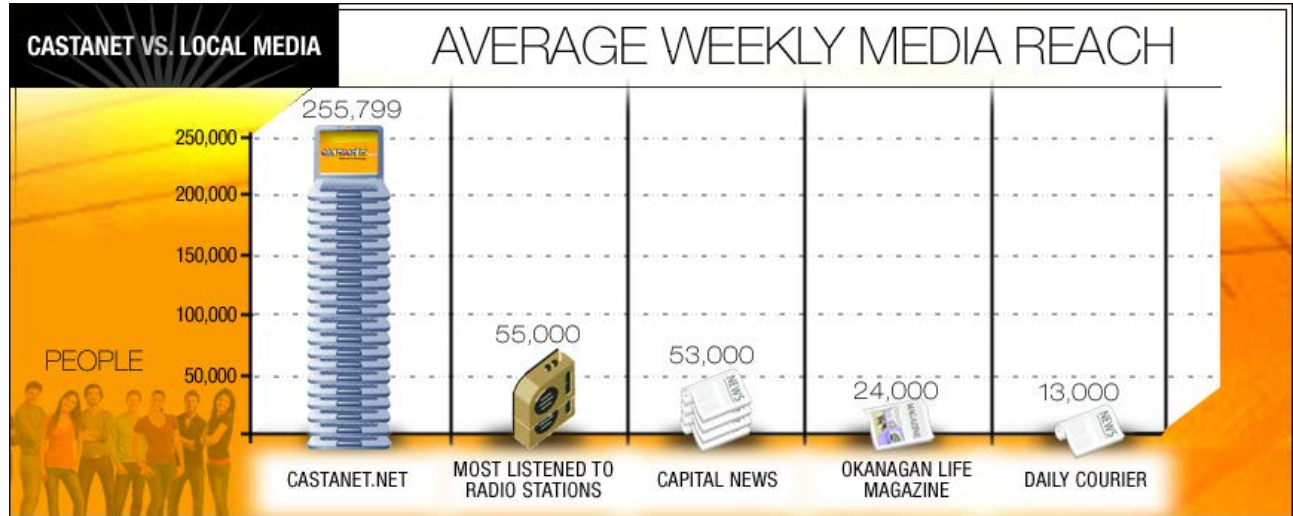


Castanet reaches a significant number of Okanagan residents, who **consume millions of pages** every month.

Castanet also **reaches over 20,000 people** in other centres in British Columbia and Alberta.

* Source Google Analytics, April 2011

Castanet – Competitive Analysis – Local

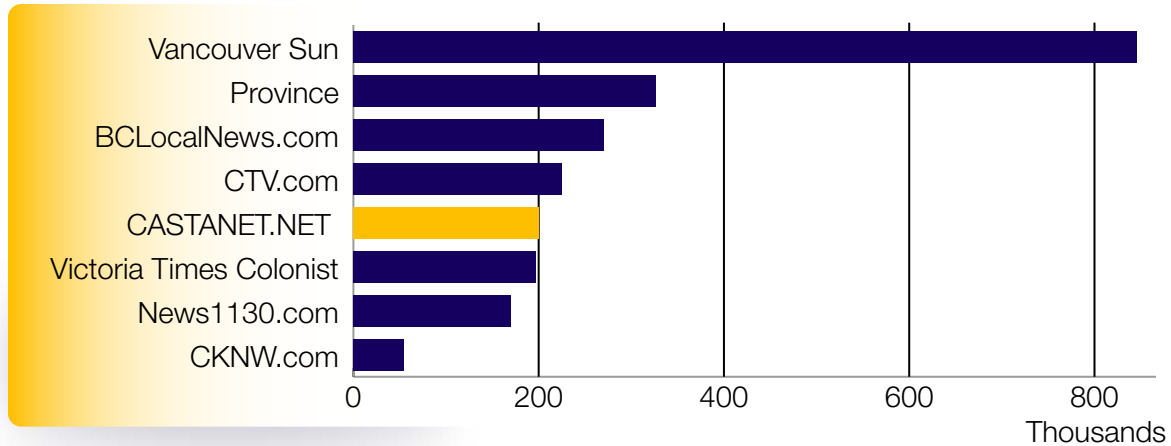


* Source comScore, March 2011

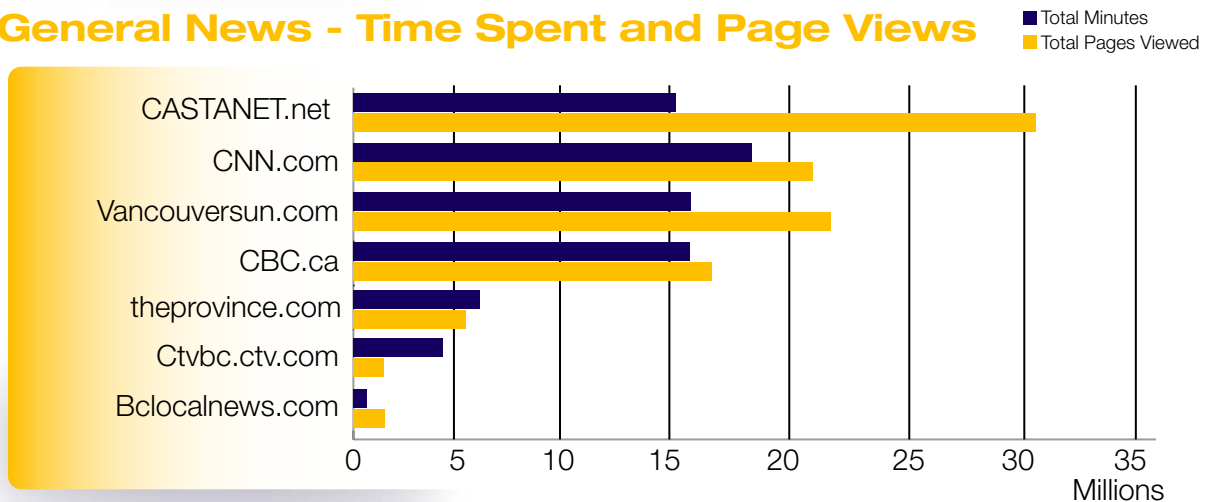
Castanet – Competitive Analysis – British Columbia



General News - Monthly Unique Visitors



General News - Time Spent and Page Views



Castanet is ranked 5th amongst other British Columbia News sites in Monthly Unique Visitors following closely behind CTV.com. All of Castanet's Provincial competitors are large national media companies.

With over 31 million monthly page views, Castanet is ranked 1st in total pages viewed and third for total minutes spent on site.

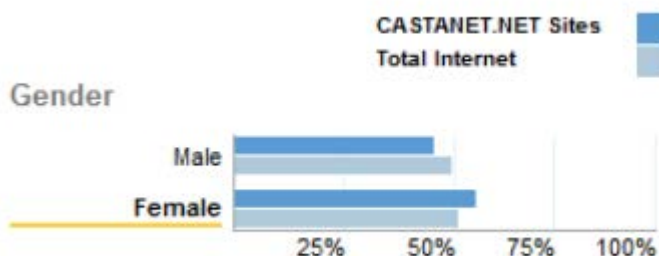
* Source comScore, March 2011

Castanet – Demographic Profile



Female Readership

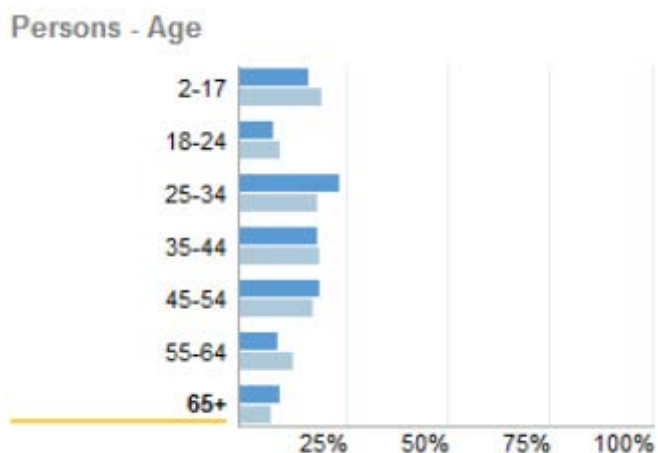
60% of Castanet readers are female



Target Age Bracket

63% of Castanet's readers are aged between 25-54

Castanet has **more 65+ readers** than the internet average



* Source comScore, March 2011

Castanet – Demographic Profile

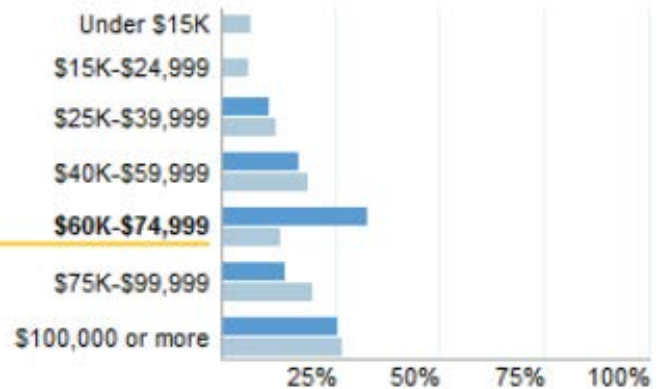


Affluent and Influential

45% of Castanet readers earn over \$75,000 HHI

25% earn over \$100,000 HHI

HH Income (CA)

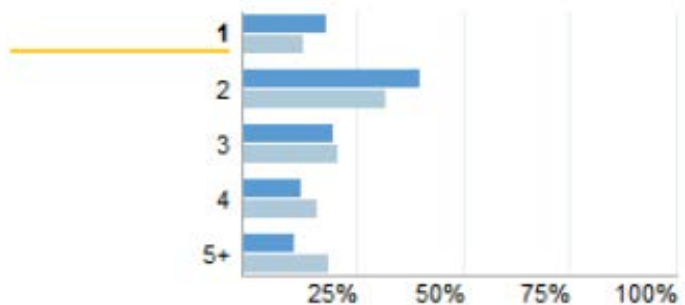


Families and Couples

38% of Castanet readers have 2 people in their household

27% have 4 or more people in their household

HH Size



* Source comScore, March 2011

Castanet – Advertising Sections

Leaderboard (728x90)

Expandable (728x270)
Maximum File Size:30K
Max. Animation Loop:3X

Half Page (300x600)

Expandable (N/A)
Maximum File Size:30K
Max. Animation Loop:1X

Medium Rectangle (300x250)

Expandable (600x250)
Maximum File Size:30K
Max. Animation Loop:3X

Small Rectangle (300x100)

Expandable (300x250)
Maximum File Size:30K
Max. Animation Loop:3X

Flash ads must include clickTag tracking that contains the following (case-sensitive) action-script:

```
if(clickTAG.substr(0,4)=="http"){  
  getURL(clickTAG,"_blank");  
}
```

Castanet features select IAB approved ad sizes that are featured in various areas of Castanet. Clients can choose to have a Display Page created to link from their ads. This page is similar to a one page website which can feature links to other sites, email or an online form. Castanet does feature "Expandable, Mouse over ads" which increase by size if they are rolled over.

Castanet – Advertising Sections

Splash



Leaderboard (min Impressions – 465,000) – Pool Size - **4**

Medium Rectangle (min Impressions – 465,000) – Pool Size - **8**

Small Rectangle (min Impressions – 465,000) – Pool Size - **8**

Footer(Leaderboard)* (min Impressions – 465,000) – Pool Size - **4**

*Includes all News pages

News 1 Kelowna, West Kelowna, Vernon, Penticton, North Okanagan, South Okanagan, BC, Canada, World

Medium Rectangle (min Impressions – 100,000) – Pool Size - **16**

Leaderboard (min Impressions – 100,000) – Pool Size - **8**

Half Page (min Impressions – 100,000) – Pool Size - **8**

Small Rectangle (min Impressions – 100,000) – Pool Size - **10**

News 2 Business, Sports, Entertainment, Letters, Columnists, Poll, Weather

Medium Rectangle (min Impressions – 62,000) – Pool Size - **16**

Leaderboard (min Impressions – 62,000) – Pool Size - **8**

Half Page** (min Impressions – 62,000) – Pool Size - **5**

Small Rectangle (min Impressions – 90,000) – Pool Size - **10**

**Excludes sub splash pages and weather

Classifieds Full Classified Rotation or Fixed Position

Medium Rectangle (min Impressions – 240,000) – Pool Size - **40**

Leaderboard (min Impressions – 240,000) – Pool Size - **20**

Community Adopt-a-Pet, Obits, Forums, Events, Recipes, Campus Life, Celebrations, Shopping/Flyers

Medium Rectangle (min Impressions – 55,000) – Pool Size - **10**

Leaderboard (min Impressions – 55,000) – Pool Size - **10**

Real Estate Full Rotation

Medium Rectangle (min Impressions – 17,000) – Pool Size - **10**

Leaderboard (min Impressions – 12,000) – Pool Size - **7**

Small Rectangle (min Impressions – 12,000) – Pool Size - **14**



Castanet – Advertising Sections

Special Products Advertising



Automall and RV-Powersport Mall

Trader or Boost Data Transfer – Unlimited Inventory

Self-Serve - 15 vehicles

Leaderboard (Splash and search results page) – Pool Size - **5**

Medium Rectangle (Splash page) – Pool Size - **6**

Real Estate-Showhome Showcase

Includes: Logo placement in listing, 140 character description, Link to website, Logo as map icon

Medium Rectangle - **10**

Leaderboard - **5**

Small Rectangle - **5**



Shopping Central-Flyers

Includes: Logo on featured flyer, Link to website/flyer

Shopping Central Button

Creative Free of Charge



iPhone Application

320x48 Display ad (10,000 approximate impressions) - **5**



Contact Us

Display Advertising Inquiries

sales@castanet.net

Classifieds

classifieds@castanet.net

News Tips/Press Releases

news@castanet.net

Forums

forums@castanet.net

Letters to the Editor

letters@castanet.net

Kelowna Address:

202 - 346 Lawrence Avenue

Kelowna, BC Canada V1Y 6L4

Tel: 250-860-5050 Fax: 250-860-0505

Toll Free: 1-888-499-NEWS (6397)



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