

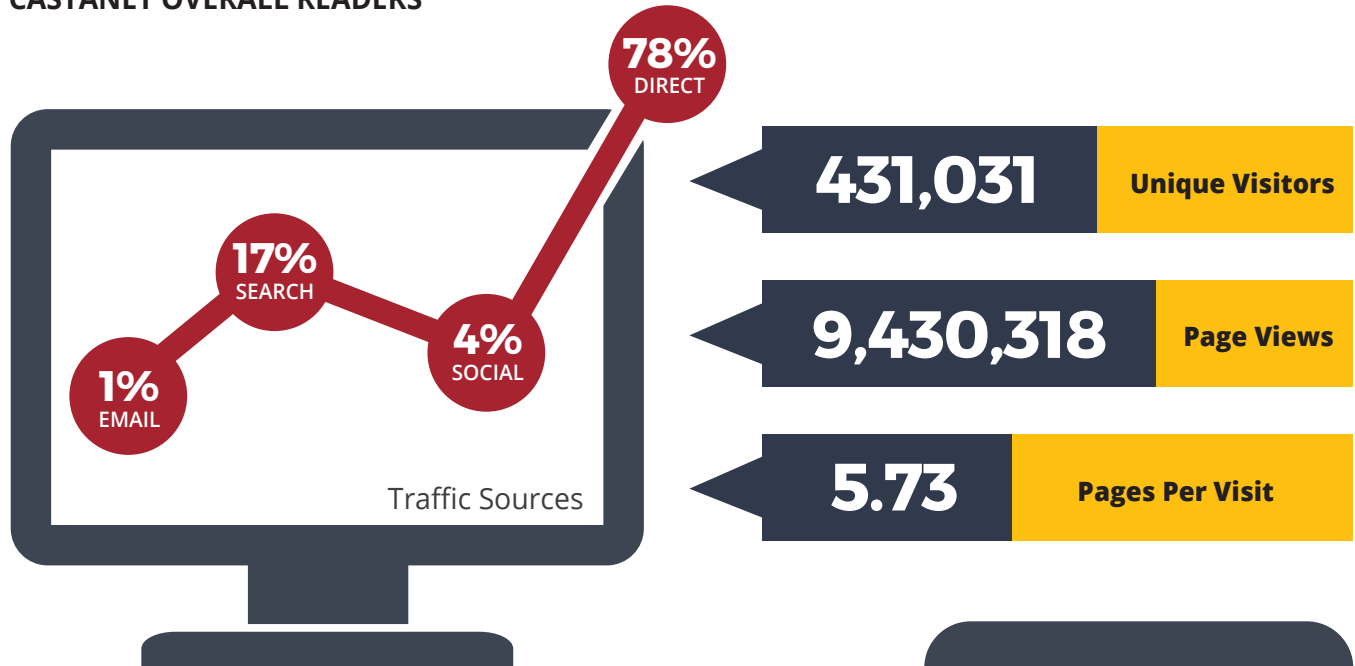
**STRONG  
MESSAGE.  
POWERFUL  
MEDIA.**



# POWERFUL REACH & FREQUENCY

## CASTANET WEEKLY STATISTICS

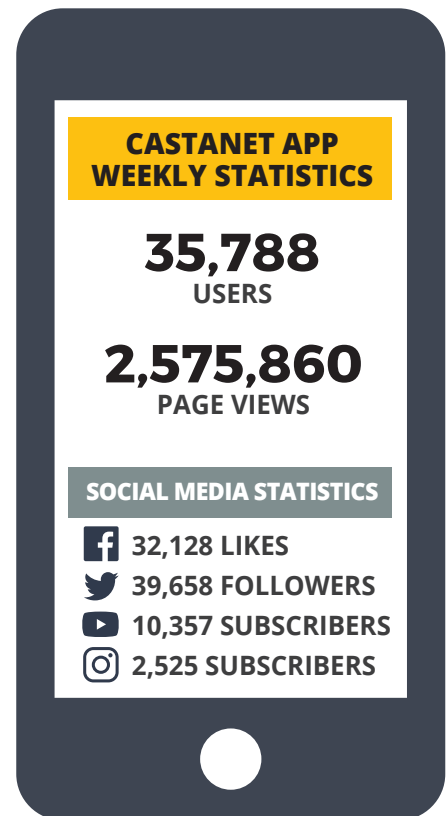
CASTANET OVERALL READERS



## TOP MARKETS

Google Analytics  
as at April 1 - 7, 2018

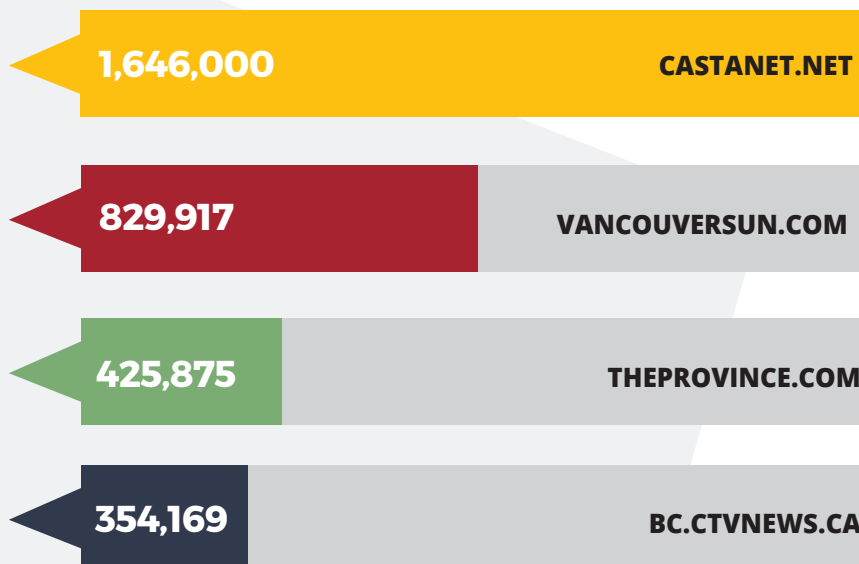
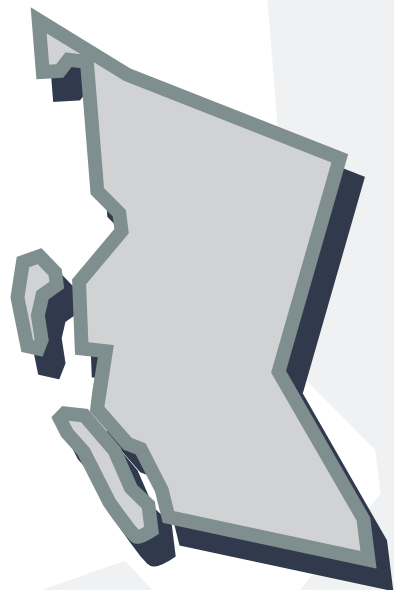
WEEKLY UNIQUE VISITORS		WEEKLY PAGE VIEWS	
1. Kelowna	175,349	1. Kelowna	5,594,197
2. Vancouver	51,928	2. Vancouver	593,573
3. Calgary	15,765	3. Salmon Arm	164,293
4. Toronto	9,468	4. Calgary	128,519
5. Salmon Arm	6,490	5. Vernon	126,586
6. Kamloops	6,170	6. Penticton	124,059
7. Edmonton	5,859	7. Armstrong	112,355
8. Surrey	5,682	8. Oliver	88,035
9. Penticton	5,347	9. Kamloops	86,014
10. Vernon	5,337	10. Summerland	85,817



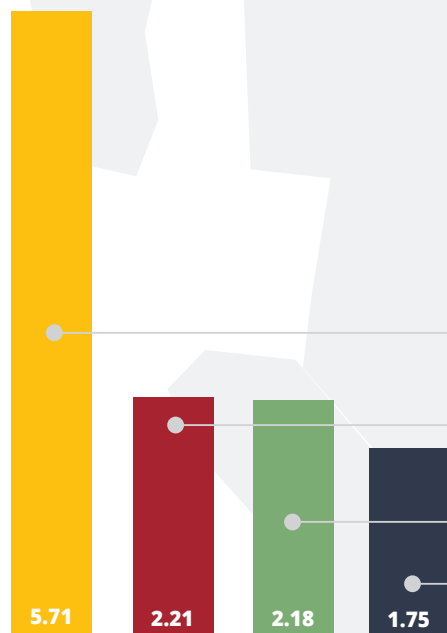
# COMPETITIVE ANALYSIS

## GENERAL NEWS BC

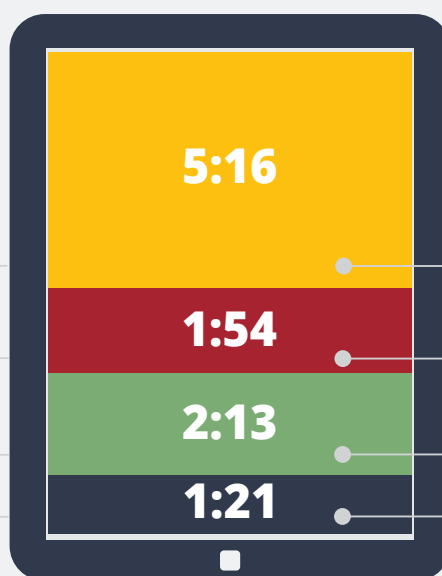
AVERAGE WEEKLY VISITS



## PAGES PER VISIT



## AVERAGE VISIT DURATION - MINUTES



CASTANET.NET

VANCOUVERSUN.COM

THEPROVINCE.COM

BC.CTVNEWS.CA

SimilarWeb  
as at April 1 - 7, 2018

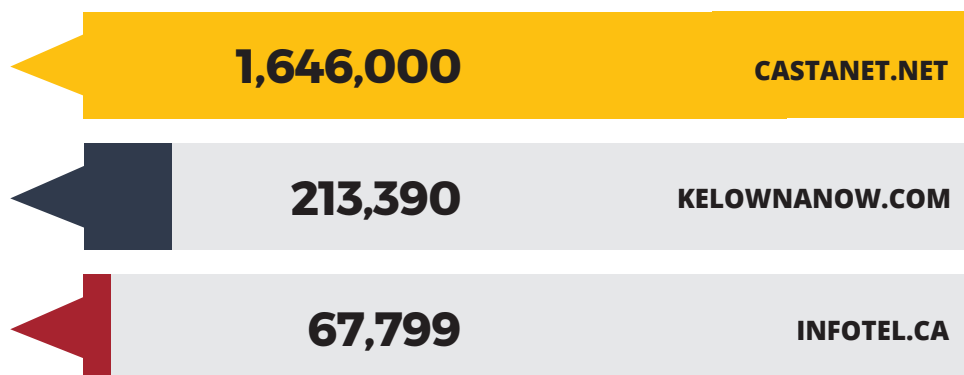
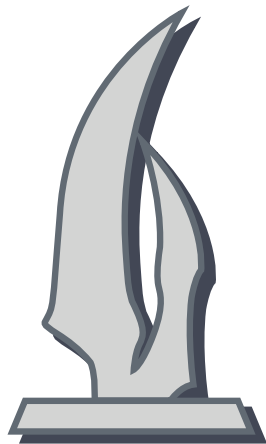
2018  
MEDIA KIT

**CASTANET**.net

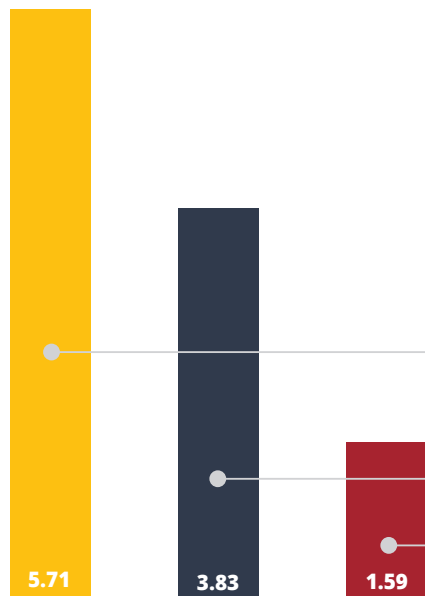
# COMPETITIVE ANALYSIS

## LOCAL ONLINE COMPETITIVE ANALYSIS

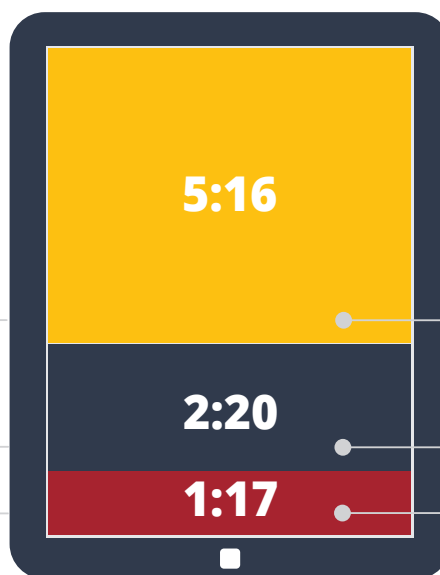
AVERAGE WEEKLY VISITS



PAGES PER VISIT



AVERAGE VISIT DURATION - MINUTES



CASTANET.NET

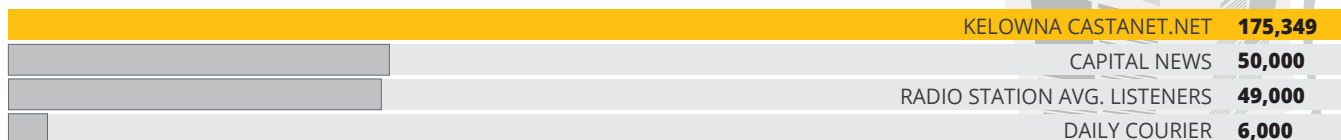
KELOWNANOW.COM

INFOTEL.CA

SimilarWeb  
as at April 1 - 7, 2018

## LOCAL MEDIA COMPETITIVE ANALYSIS

AVERAGE WEEKLY REACH

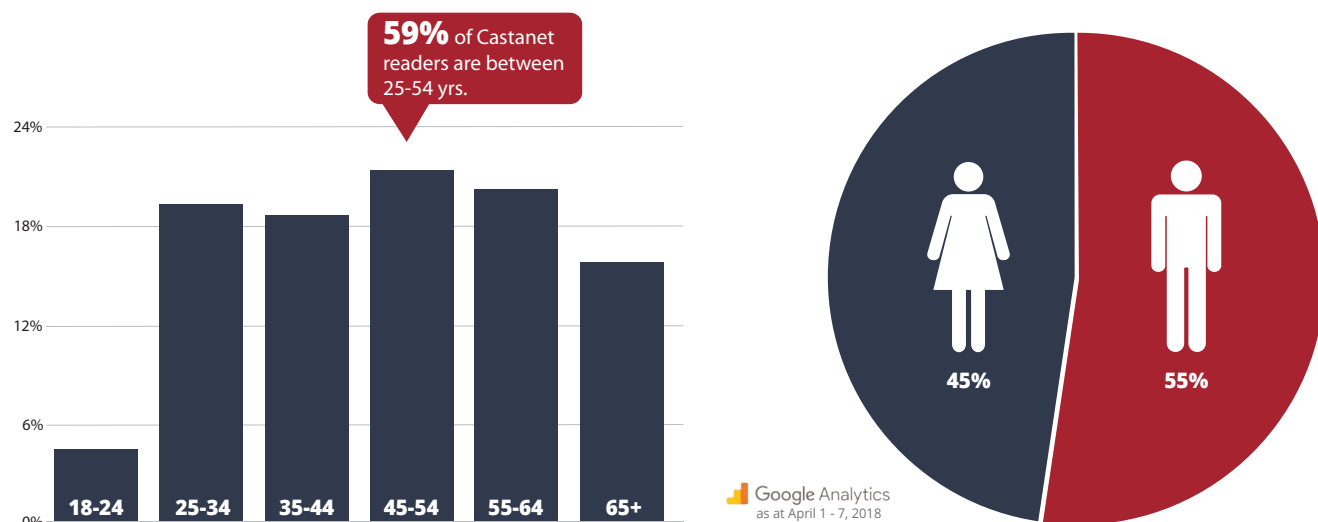


2018  
MEDIA KIT

**CASTANET**.net

# DEMOGRAPHIC PROFILE

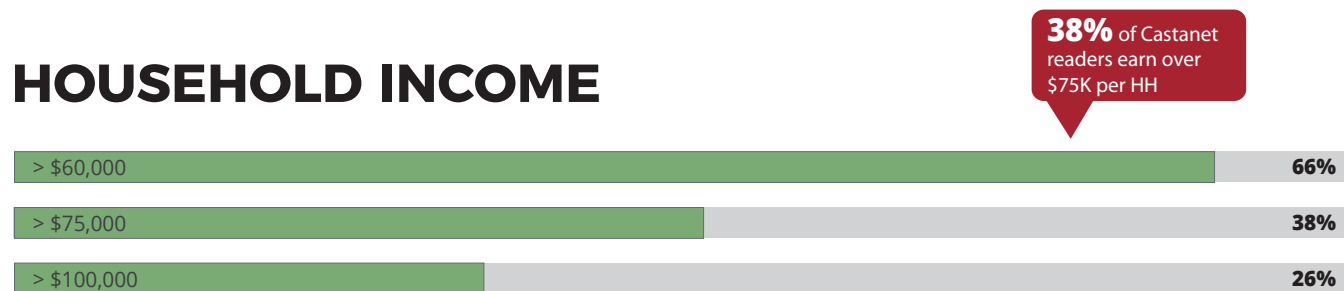
## AGE & GENDER



## HOUSEHOLD SIZE



## HOUSEHOLD INCOME



comSCORE

# ADVERTISING 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



At Castanet, we strive to achieve the highest ethical standards in all that we do. We feature IAB approved ad sizes that are featured in various areas of Castanet.

## Embedded Banner

640x90

File Format: .jpg, .gif  
Max file size: 150k

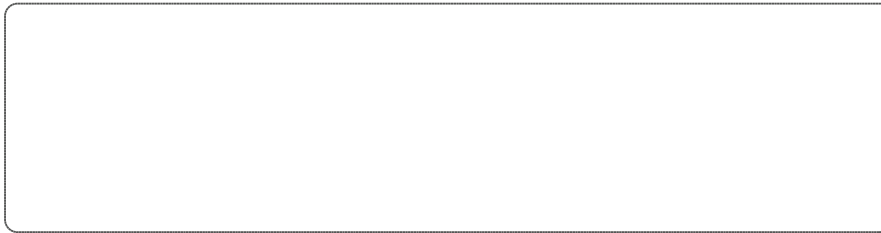


Our marketing consultants and creative department ascribe to the Canadian Code of Advertising Standards

## Billboard

970x250

File Format: .jpg  
Max file size: 100k  
No Animation



## Small Rectangle

300x100

File Format: .jpg, .gif  
Max file size: 175k



## Mobile

588x128

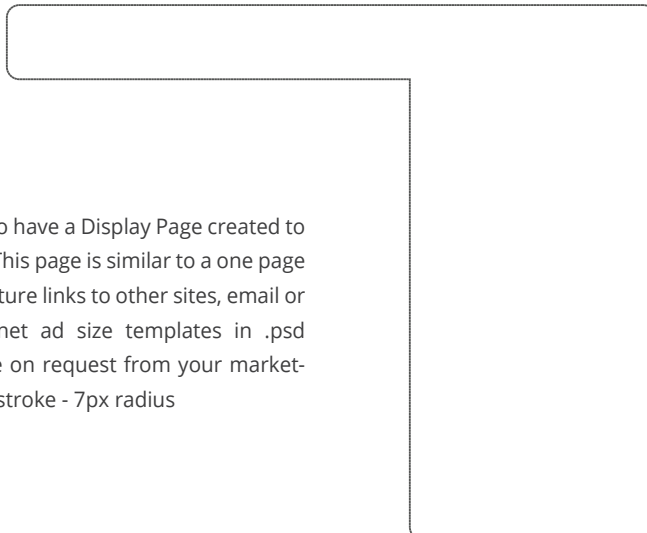
File Format: .jpg  
Max file size: 80k  
No Animation



## Classifieds Photowrap

900x600

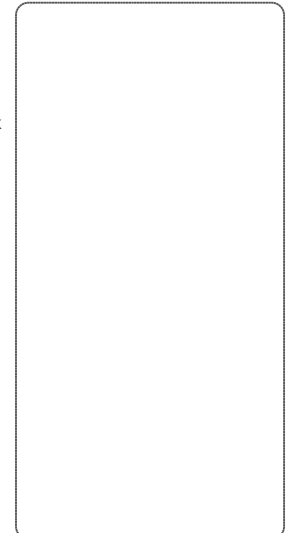
File Format: .jpg  
Max file size: 125k  
No Animation



## Half Page

300x600

File Format: .jpg  
Max file size: 100k  
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. 1pt. stroke - 7px radius