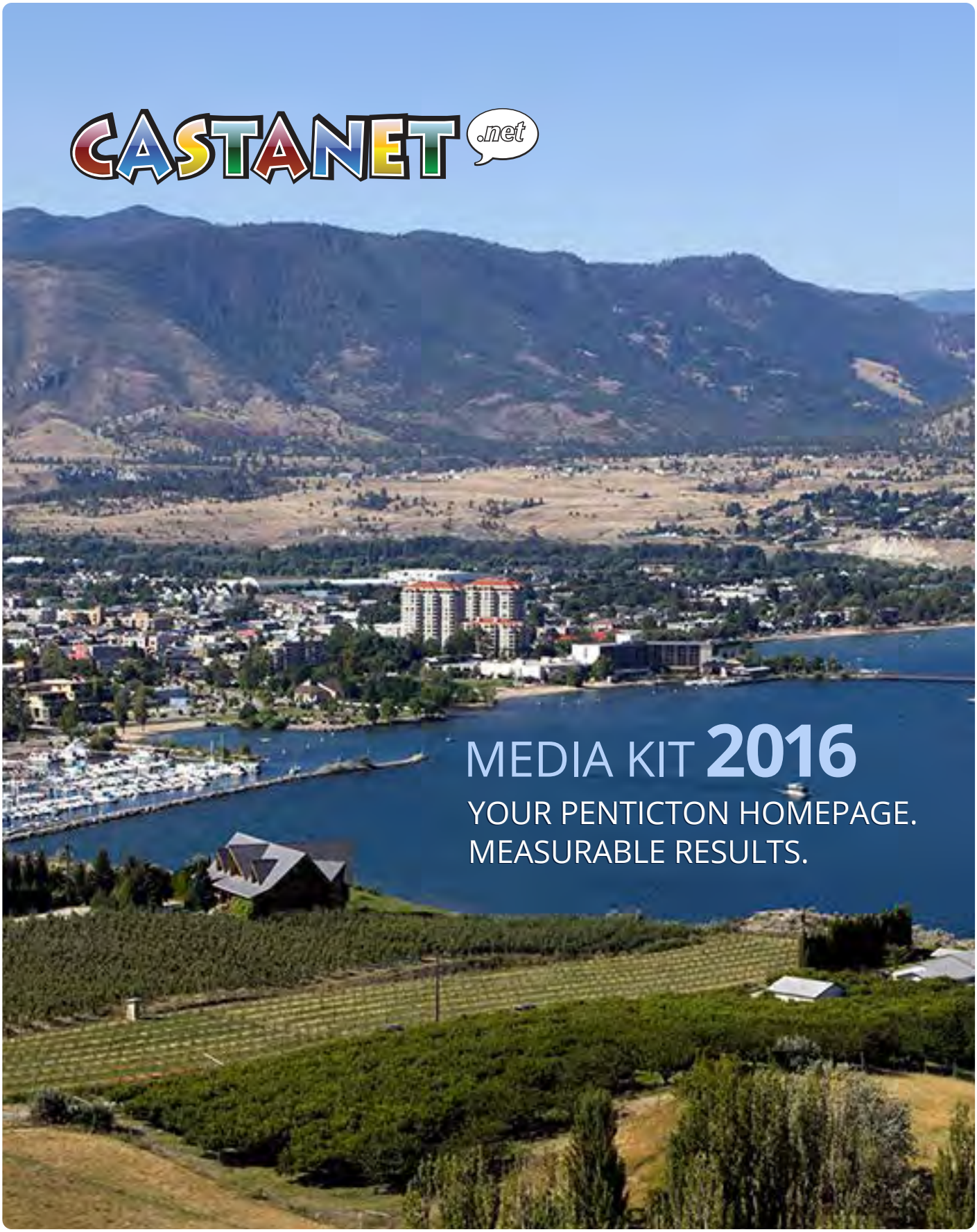

CASTANET
.net
MEDIA KIT 2016
YOUR PENTICTON HOMEPAGE.
MEASURABLE RESULTS.

REACH AND FREQUENCY

June 5, 2016 - June 11, 2016

Google Analytics

* Source Google Analytics, June 2016

Castanet Weekly Statistics *

• Penticton Edition Castanet Readers

29,302 Unique Visitors

733,031 Page Views

6.64 Pages per Visit

Weekly Unique Vistors

1	Kelowna	182,113
2	Vancouver	50,509
3	Vernon Edition	33,880
4	Penticton	21,305
5	Calgary	11,285
6	Kamloops	5,668
7	Osoyoos	2,931
8	Oliver	2,160
9	Summerland	2,017
10	Princeton	889

Weekly Page Views

1	Kelowna	5,666,492
2	Vernon Edition	831,850
3	Vancouver	561,560
4	Penticton	536,850
5	Calgary	96,725
6	Kamloops	87,120
7	Osoyoos	63,260
8	Oliver	57,559
9	Summerland	51,054
10	Princeton	24,308

Castanet Weekly App Statistics *

23,670 Users

1,737,473 Screen views

Castanet Social Statistics

19,028 Likes

26,520 Followers

6,979 Subscribers

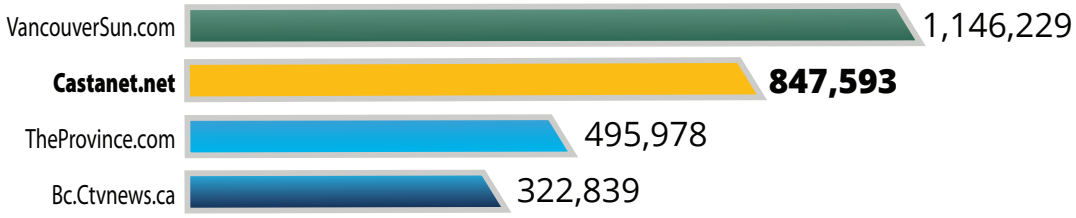
COMPETITIVE ANALYSIS

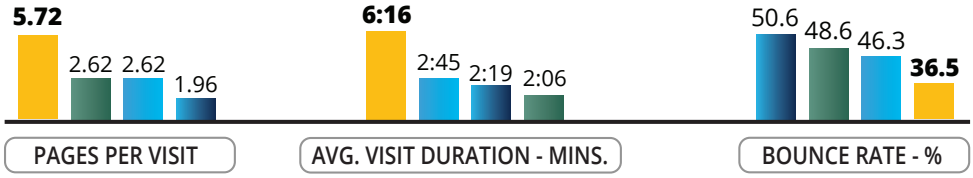
SimilarWeb

* Source SimilarWeb, BC General News March 2016

General News BC *

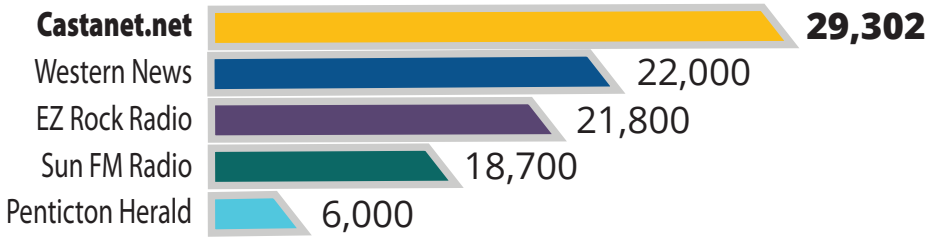
AVG. WEEKLY VISITS





South Okanagan Traditional Media Competitive Analysis

AVG. WEEKLY REACH



DEMOGRAPHIC PROFILE

Age

- 18-34 — 28%
- 35-54 — 35%
- 55-64 — 12%
- 65+ — 10%

53% Castanet readers between ages 25-54 yrs

Household size

- 1 — 12%
- 2 — 35%
- 3+ — 53%

22% Castanet readers have 4 or more in HH

Household Income

- < $60,000 — 35%
- > $60,000 — 66%
- > $75,000 — 38%
- > $100,000 — 26%

38% Castanet readers earn over $75 k per HH

Gender

- Female — 47%
- Male — 53%

47% Castanet readers are Female

comScore*

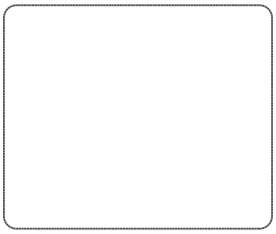
* Source comScore, April 2014

ADVERTISING AD SPECS

All ad size dimensions in pixels

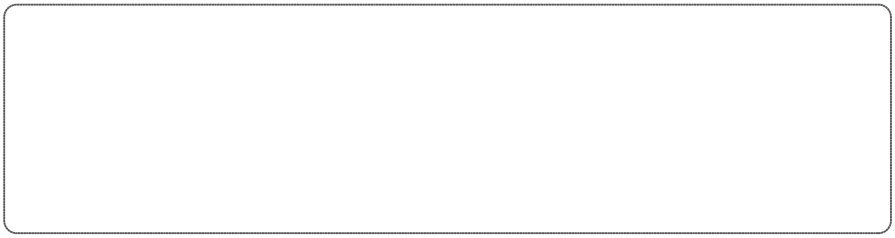
Leaderboard
728x90
File Format: .jpg, .gif,
Max file size: 150k

Medium Rectangle
300x250
File Format: .jpg, .gif
Max file size: 275k



Embedded Banner
640x90
File Format: .jpg, .gif
Max file size: 150k

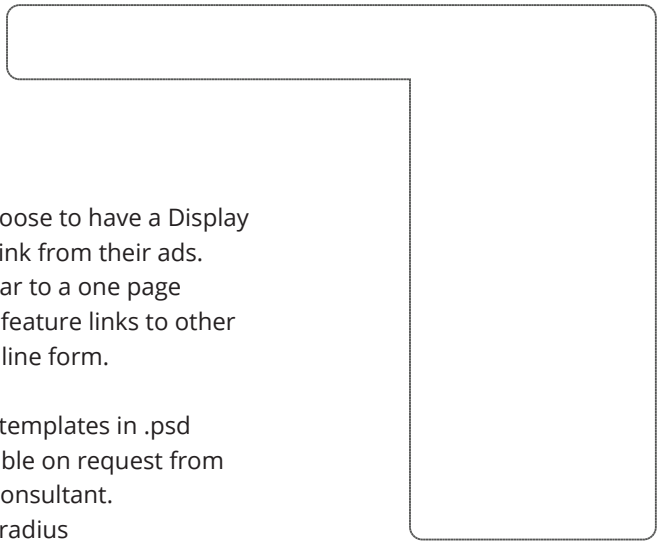
Billboard
970x250
File Format: .jpg
Max file size: 100k
No Animation



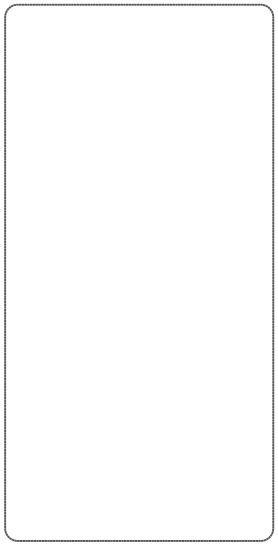
Small Rectangle
300x100
File Format: .jpg, .gif
Max file size: 175k

Mobile
588x80
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



iab.canada

▶ 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.

ASC NCP Advertising Standards Canada
Les normes canadiennes de la publicité

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

▶ 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

Over 500 advertisers are on Castanet each year.

CONTACT US

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Tel: 250-860-5050
Toll Free: 1-888-499-NEWS (6397)

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