



2023

KELOWNA MEDIA KIT

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CASTANET REACHES A DIVERSE, LOCAL AUDIENCE IN THE OKANAGAN, MAKING IT A POWERFUL AND AFFORDABLE ADVERTISING MEDIUM.

CASTANET IS PART OF THE GLACIER MEDIA NETWORK, WHICH SERVES LOCAL NEWS AND INFORMATION TO COMMUNITIES ACROSS WESTERN CANADA AND BEYOND.

FOR ADVERTISERS SEEKING EXPOSURE ACROSS B.C. OR JUST ACROSS THE COMMUNITY, WE OFFER UNBEATABLE REACH AND VALUE.

REACH & FREQUENCY

Castanet Weekly Statistics

CASTANET OVERALL READERS

714,958
UNIQUE VISITORS

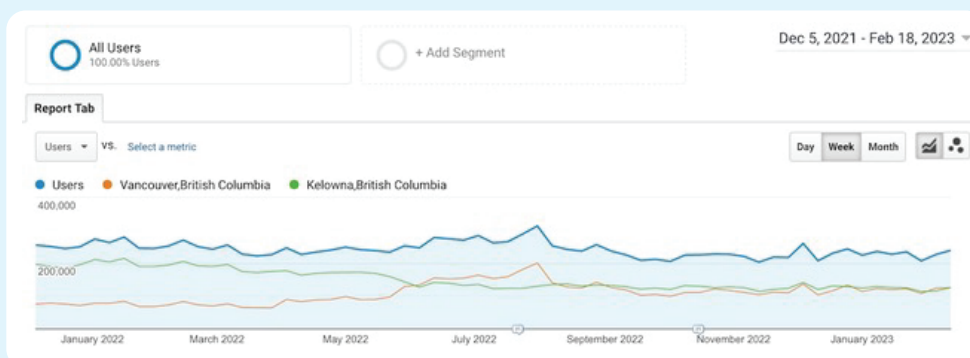
10,011,542
PAGE VIEWS

4.82
PAGES PER VISIT

Top Markets

Weekly Unique Visitors		Weekly Page Views	
* 1. Kelowna	128,640	1. Kelowna	3,827,784
* 2. Vancouver	122,839	2. Vancouver	1,283,366
3. Surrey	30,813	3. Vernon	610,326
4. Calgary	28,406	4. Penticton	467,241
5. Toronto	26,181	5. Surrey	220,161
6. Salmon Arm	18,488	6. Salmon Arm	201,972
7. Edmonton	15,731	7. Calgary	109,311
8. Osoyoos	13,005	8. Osoyoos	104,880
9. Vernon	4,880	9. Toronto	89,591
10. Penticton	3,314	10. Kamloops	79,610

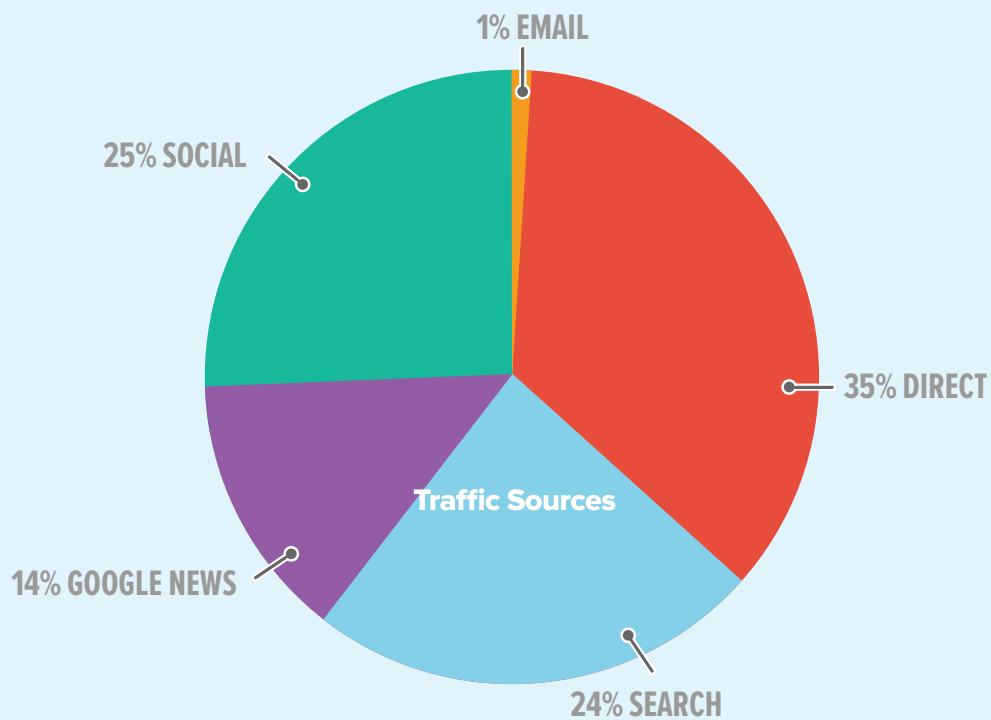
*In June 2022 Google made changes to the way they identify location. This change has impacted our visitor traffic location distribution.



REACH & FREQUENCY

Castanet Weekly Statistics

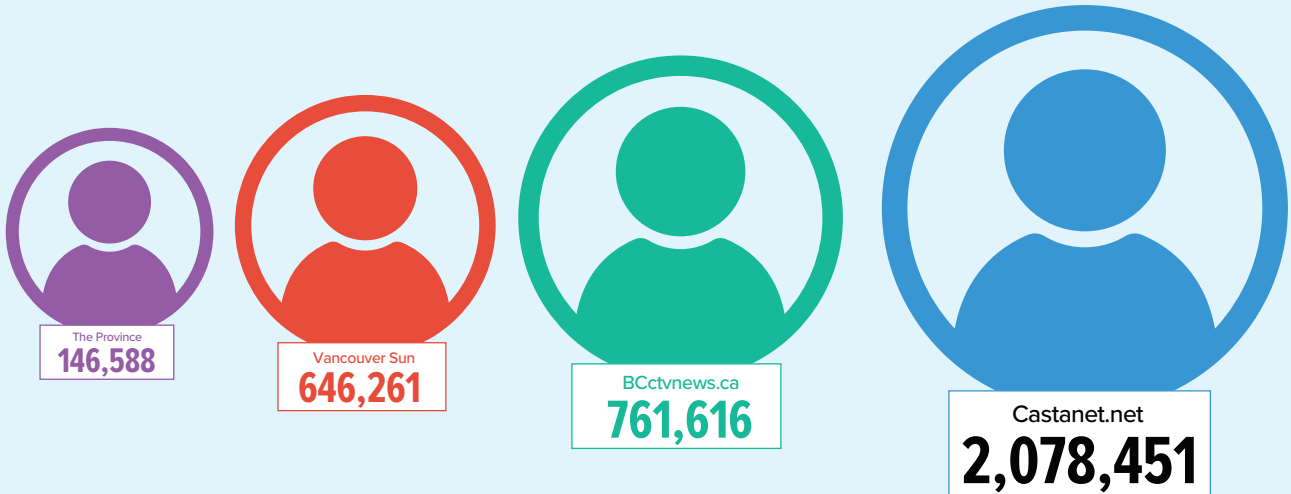
CASTANET OVERALL READERS



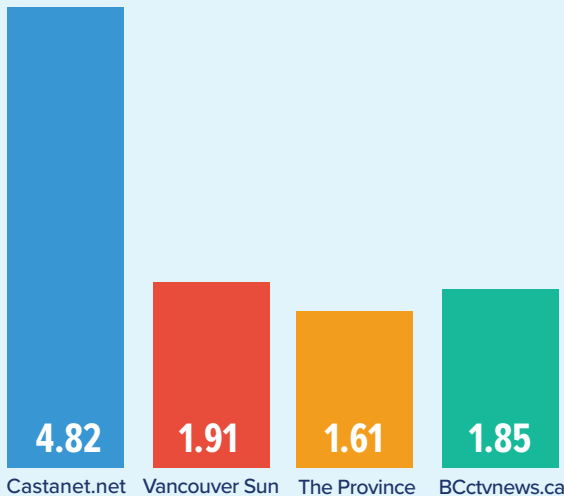
COMPETITIVE ANALYSIS

General News BC

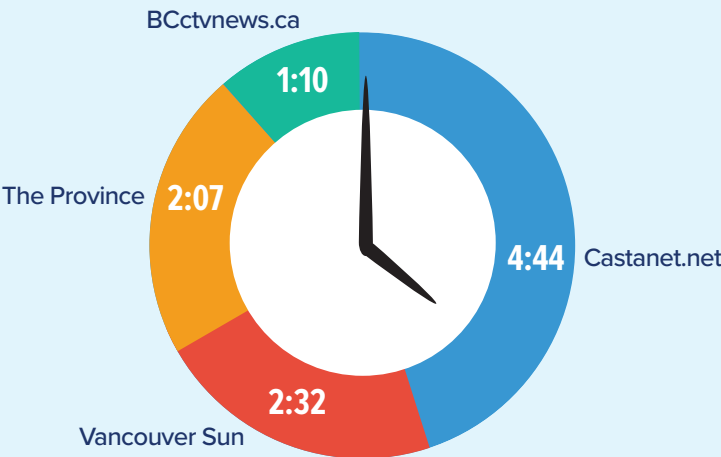
AVERAGE WEEKLY VISITS



Pages Per Visit



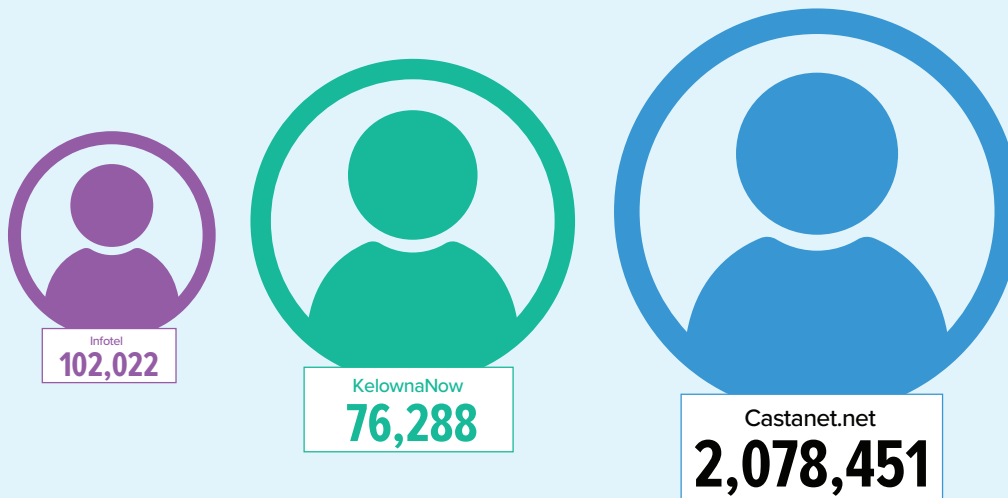
Average Visit Duration



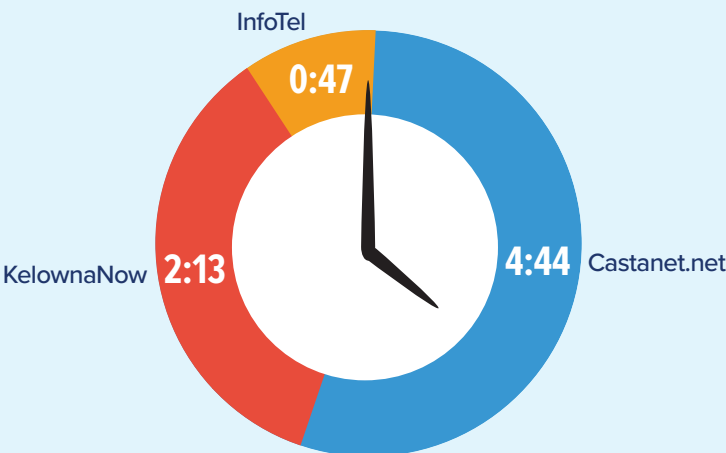
COMPETITIVE ANALYSIS

Local Online Competitive Analysis

AVERAGE WEEKLY VISITS

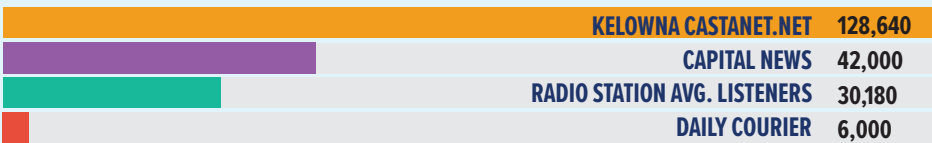


Average Visit Duration



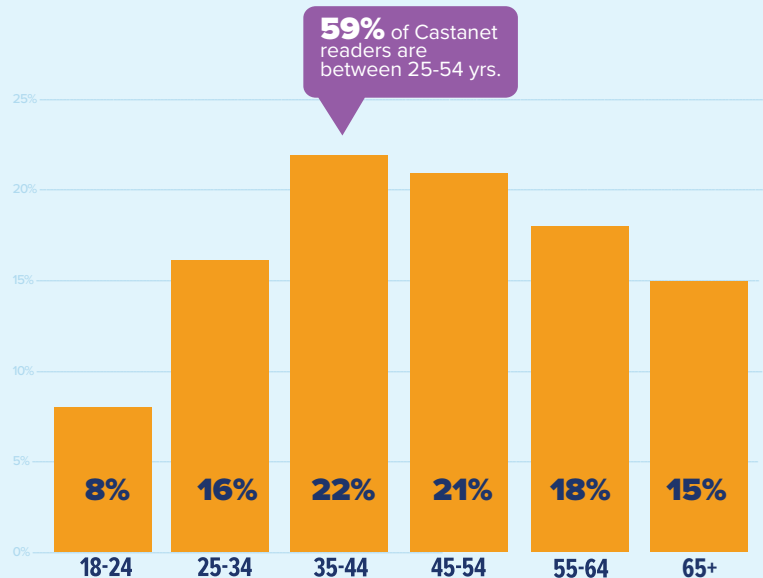
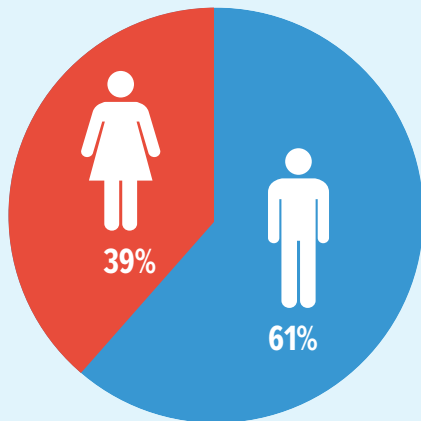
Local Traditional Media Comparative Analysis

AVERAGE WEEKLY REACH



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.

DIGITAL SERVICES



Castanet operates a full-service marketing and creative team that utilizes our vast range of digital products to execute custom integrated marketing programs for our clients. We can offer the tools to spark growth and build your business.



**Display advertising
on Castanet.net**



**SEM - Search Engine
Marketing**



Website design



Programmatic display



**Social media
management**



Sponsored content



**SEO – Search Engine
Optimization**



Video advertising

TESTIMONIALS



“

Our agency uses many tactics to advertise for our clients. **Castanet is the heavyweight in the Okanagan,** and a great choice for local businesses.

Performance is on par or better than other channels.

*James Shaw, Creative Director
Twin Creek Media*

“

Connecting with our customers takes many forms. We appreciate that **Castanet gives us a direct path to a dedicated & engaged local market.**

Consistent and reliable results makes **Castanet a great marketing partner for us.**

*Heather Courtney, GM
Peak Cellars Wine*

“

Our company has met and exceeded the sales goals and we owe a big acknowledgement to the Castanet team. We will continues to work with them to emphasize our products, our approach, and our business goals.

*Allan Horwood, Owner
The Pool Patrol*

“

Awesome! Way better than a Facebook ad.

*Sylvia Mcnamee, Director, Media Strategy
Ace Project Marketing*

AD SPECS

All ad size dimensions in pixels

Leaderboard

728x90

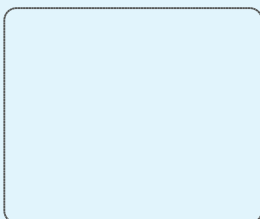
FILE FORMAT: .JPG, .GIF,
MAX FILE SIZE: 150K



Medium Rectangle

300x250

FILE FORMAT: .JPG, .GIF
MAX FILE SIZE: 275K



Embedded Banner

640x180

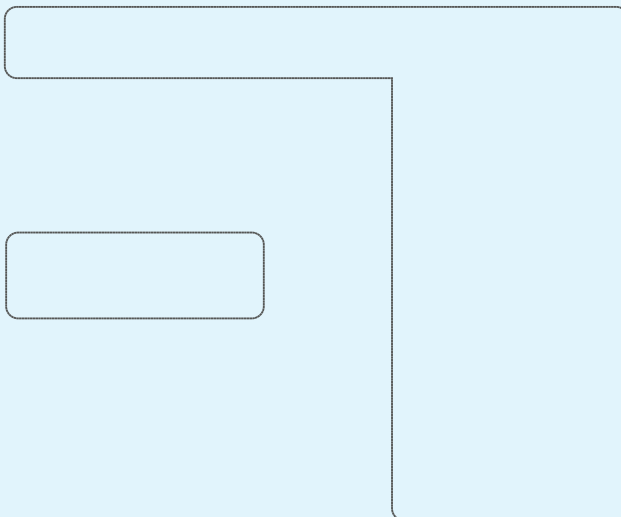
FILE FORMAT: .JPG, .GIF
MAX FILE SIZE: 150K



Classifieds Photowrap

900x600

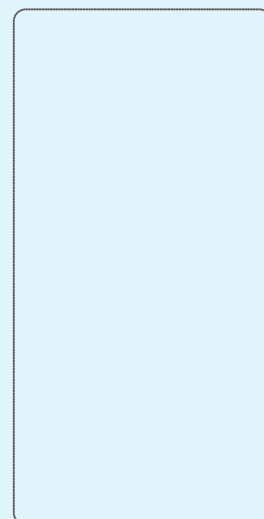
FILE FORMAT: .JPG
MAX FILE SIZE: 125K
NO ANIMATION



Half Page

300x600

FILE FORMAT: .JPG
MAX FILE SIZE: 100K
NO ANIMATION



Small Rectangle

300x100

FILE FORMAT: .JPG, .GIF
MAX FILE SIZE: 175K



Billboard

970x250

FILE FORMAT: .JPG
MAX FILE SIZE: 100K
NO ANIMATION



Mobile

588x128

FILE FORMAT: .JPG
MAX FILE SIZE: 80K
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

iab.canada

Ad Standards™

At Castanet, we strive to achieve the highest ethical standards in all that we do. We feature IAB approved ad sizes and ascribe to the Canadian Code of Advertising Standards.