



2023

# VERNON MEDIA KIT

“

**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

**53,563**  
UNIQUE VISITORS

**903,236**  
PAGE VIEWS

**5.72**  
PAGES PER VISIT

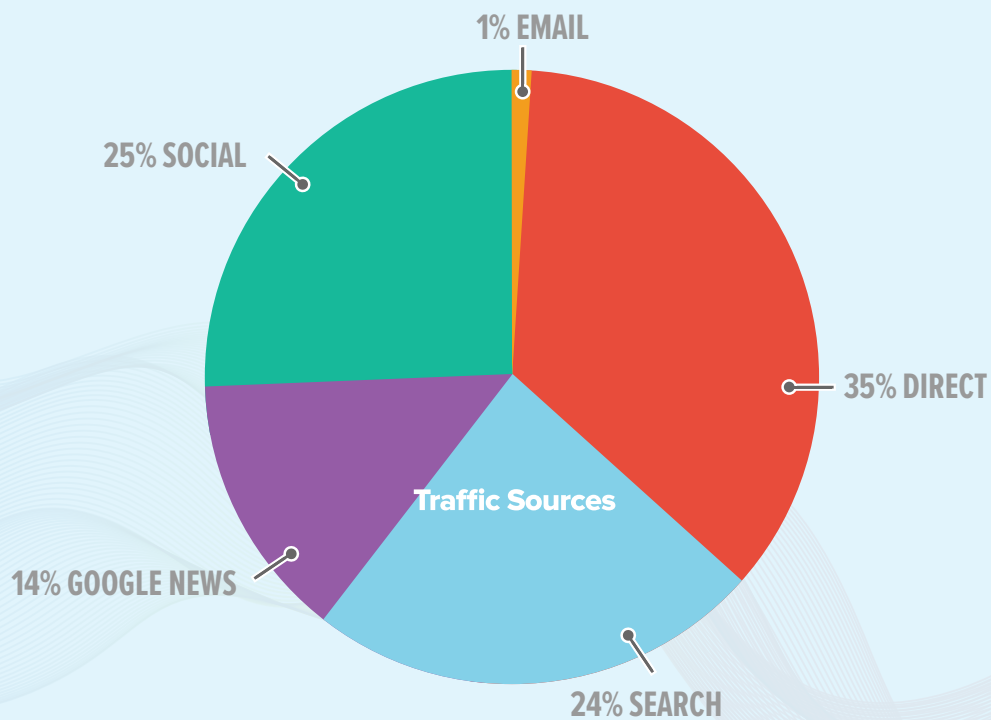
### Top Markets

Weekly Unique Visitors		Weekly Page Views	
1. Vernon	32,539	1. Vernon	610,236
2. Salmon Arm	18,488	2. Salmon Arm	201,932
3. Armstrong	3,134	3. Armstrong	68,932
4. Lumby	903	4. Lumby	22,096

# REACH & FREQUENCY

## Castanet Weekly Statistics

CASTANET OVERALL READERS

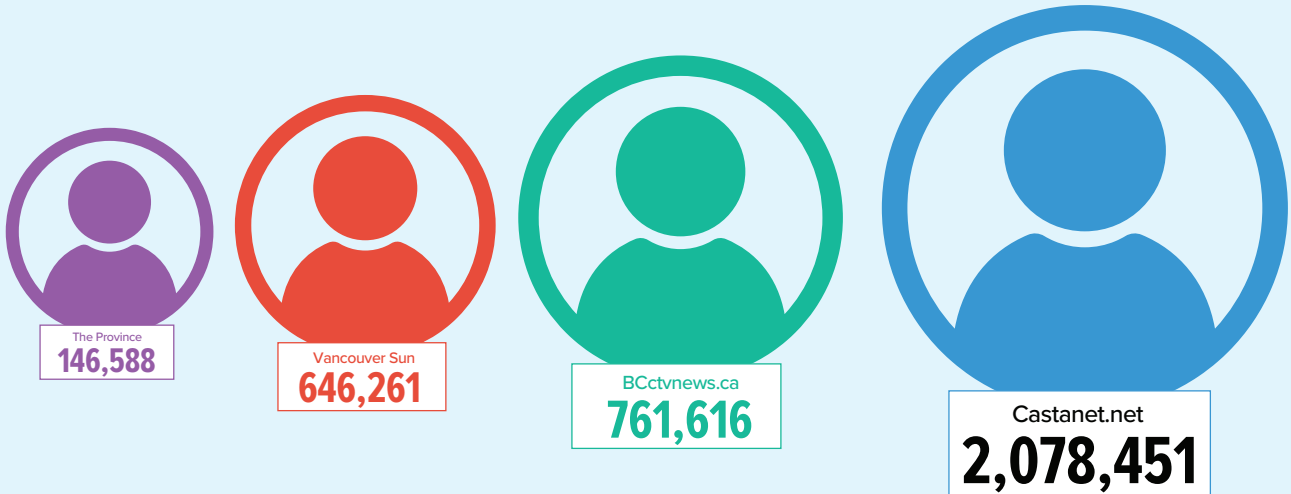




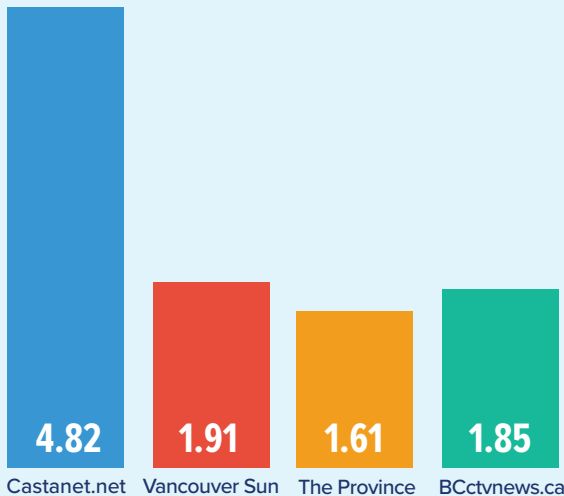
# COMPETITIVE ANALYSIS

## General News BC

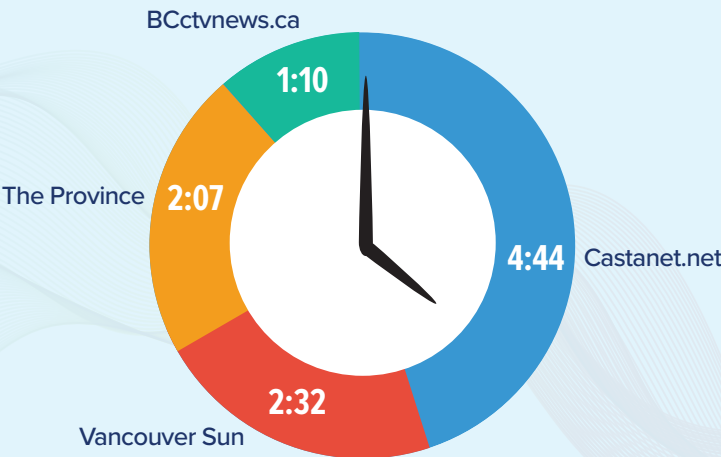
AVERAGE WEEKLY VISITS



## Pages Per Visit



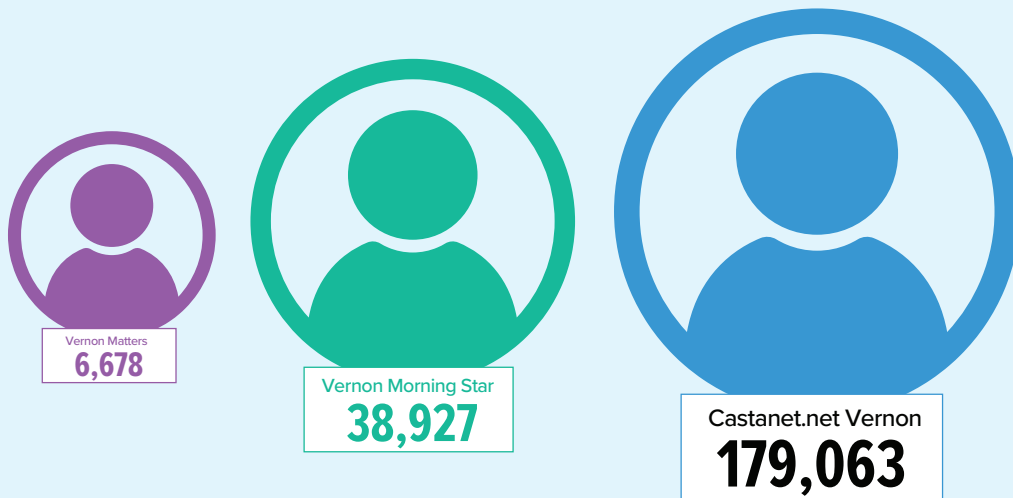
## Average Visit Duration



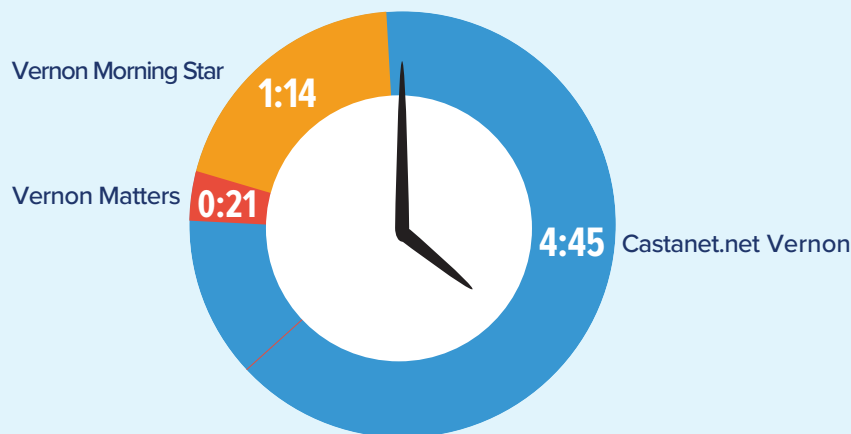
# COMPETITIVE ANALYSIS

## Local Online Competitive Analysis

AVERAGE WEEKLY VISITS

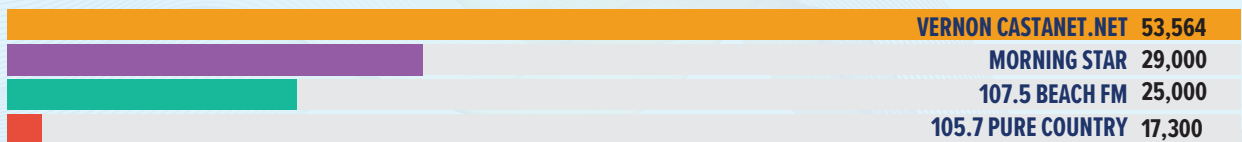


## Average Visit Duration



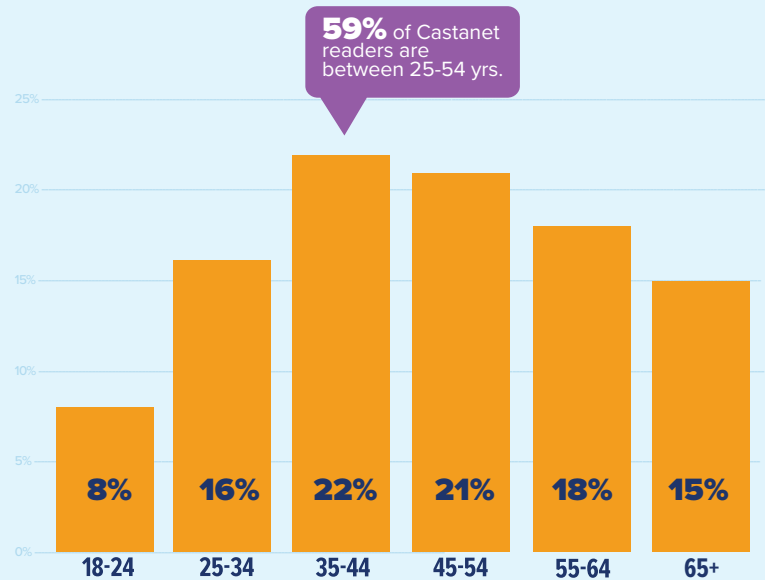
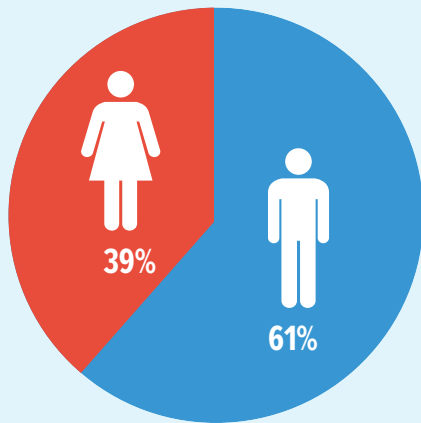
## Local Traditional Media Comparative Analysis

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*

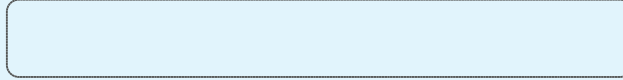
# AD SPECS

All ad size dimensions in pixels

## Leaderboard

728x90

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



## Medium Rectangle

300x250

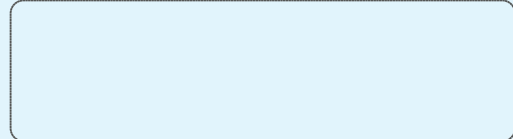
FILE FORMAT: .JPG, .GIF  
MAX FILE SIZE: 275K



## Embedded Banner

640x180

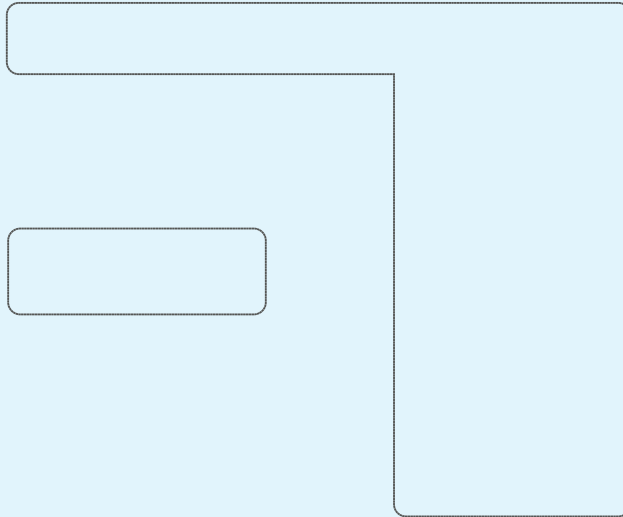
FILE FORMAT: .JPG, .GIF  
MAX FILE SIZE: 150K



## Classifieds Photowrap

900x600

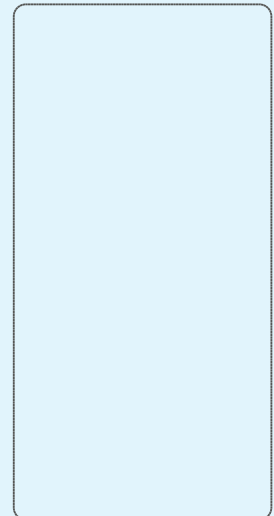
FILE FORMAT: .JPG  
MAX FILE SIZE: 125K  
NO ANIMATION



## Half Page

300x600

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



## Small Rectangle

300x100

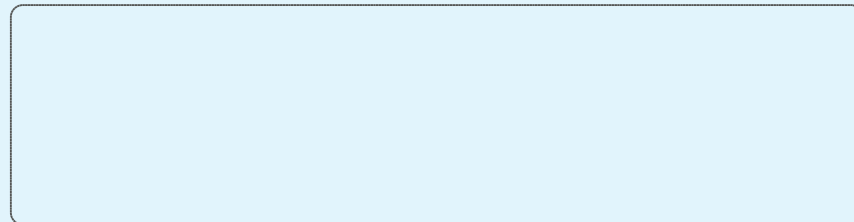
FILE FORMAT: .JPG, .GIF  
MAX FILE SIZE: 175K



## 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.