

**CASTANET MEDIA KIT**



**2024**



Glacier Media acquired Castanet Media in the spring of 2019, due to the fact that **Castanet is the leader in audience in the Okanagan Valley.**

Castanet is considered a 24 year, overnight success with **the largest audience and voice in the marketplace.** The site/brand has over 2.7 million\* monthly unique visitors with over 39 million\* page views. Over 40% come to the site direct - Castanet is their home page.

The Castanet footprint is primarily the Okanagan Valley and Lower Mainland BC with local coverage for 11 local BC markets and a strong focus on BC news.

We are now introducing opportunities to regional and national advertisers offering preferred direct packages. **This is the only way to access inventory and audience on the**

**Time Relevance** - View Castanet 24/7 from your phone, tablet or laptop.

**Trusted Source for News** - Castanet has been bringing you local news since 2000.

**Accountability** - Instantly measure, source, and track your advertising with online stats.

**Return on Investment** - Unlike any other type of media, online advertising can be measured and tracked to calculate ROI.

**Reach** - Your message can reach consumers directly before they buy and help shape their buying decision.

**Build Your Brand** - Increase your brand recognition in a short period of time with high frequency ad placement.

**Outstanding Creative** - Captivate your target audience...at no charge! Castanet has a team of experienced, creative minds generating industry leading ads to help your business rise above the clutter.

**Little “Wait” Time** - Online advertising offers flexibility in your creative...there’s little or no wait time to change out your ad or launch a timely campaign.

**Local Market Relevance** - Castanet places your brand on the newest and most effective digital platform in the market. When you advertise on Castanet, the relevance of your brand goes up exponentially in the minds of consumers.

**Affordability** - Advertising can be expensive, but it doesn’t need to be! We offer customized plans to suit your budget for a fraction of the cost of traditional advertising, with continuous exposure.

**Results** - Ask us for testimonials from local businesses who have seen success with Castanet.

**Your Castanet Rep** - Your Marketing Consultant has been highly trained not only in digital advertising, they have also been trained in all forms of media advertising’s strength and weaknesses. Your Marketing Consultant continues to be trained with the most effective and cutting edge tools in digital marketing. With professional servicing from your Castanet Marketing Consultant your ads will constantly be kept fresh and your advertising will be targeted to the right audience to maximize your campaign.

# Reach & Frequency



Castanet Weekly Statistics  
CASTANET OVERALL READERS

# 678,391

UNIQUE VISITORS

# 9,814,951

PAGE VIEWS

# 4.81

PAGES PER VISIT

## Top Markets

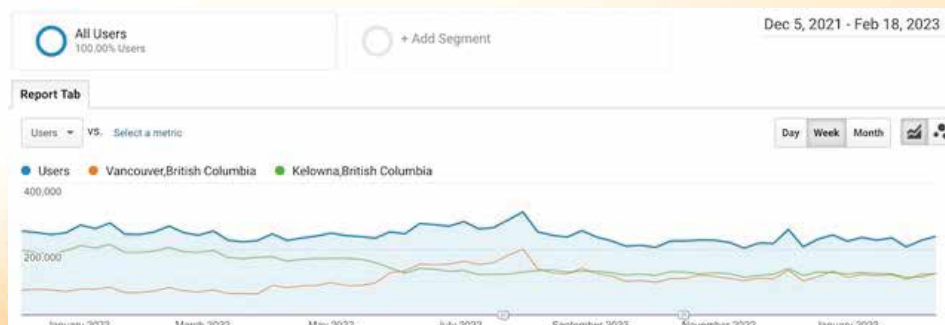
### Weekly Unique Visitors

1. Vancouver*	129,771
2. Kelowna*	104,283
3. Calgary	31,159
4. Toronto	24,970
5. Surrey	20,174
6. Kamloops	13,965
7. Vernon	12,258
8. Vanderhoof	12,053
9. Chilliwack	3,159
10. Penticton	2,780

### Weekly Page Views

1. Kelowna	3,560,050
2. Vancouver	1,592,592
3. Calgary	113,639
4. Toronto	106,187
5. Surrey	103,513
6. Kamloops	84,380
7. Vernon	78,164
8. Vanderhoof	77,368
9. Chilliwack	68,260
10. Penticton	63,125

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



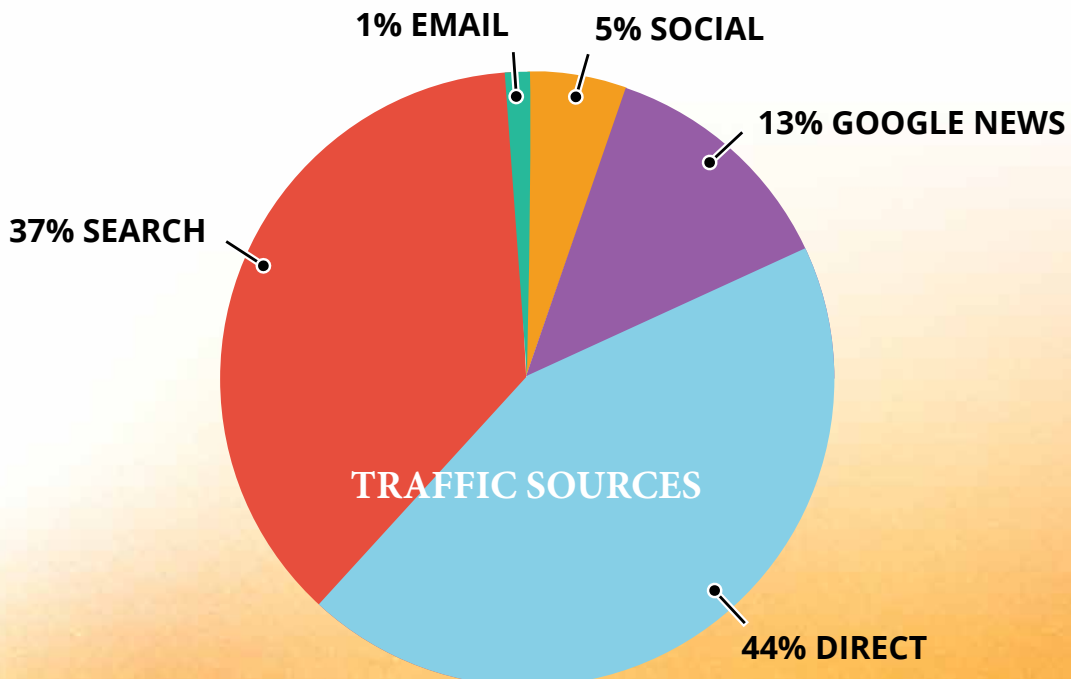
# Reach & Frequency



Castanet Weekly Statistics  
CASTANET OVERALL READERS



Google Analytics  
as at December 3-9, 2023

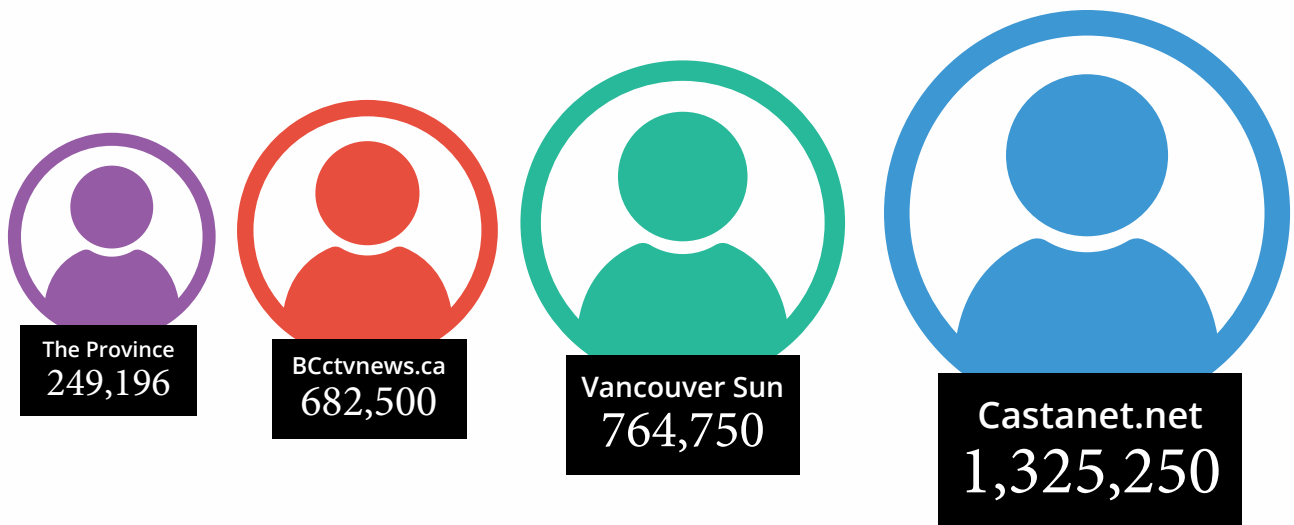


Google Analytics  
as at January 7-13, 2024

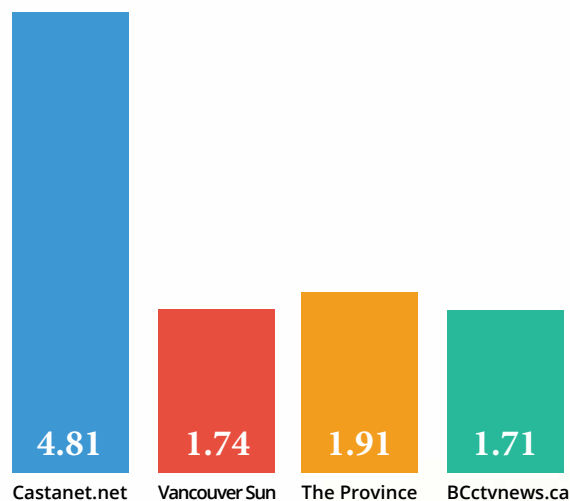
# Competitive Analysis

# CASTANET .net

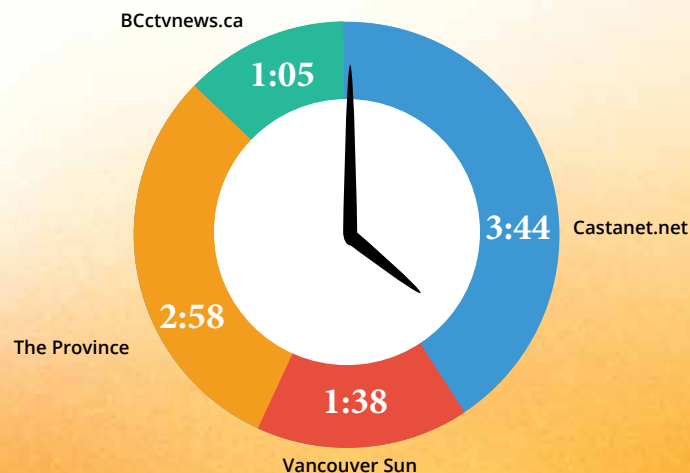
General News BC  
AVERAGE WEEKLY VISITS



Pages  
Per  
Visit



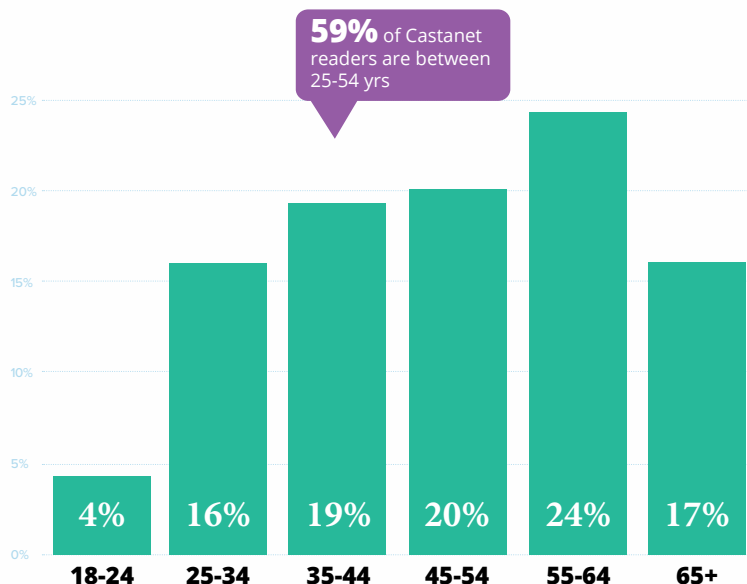
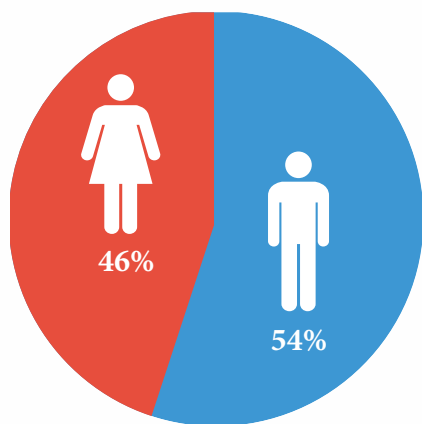
Average  
Visit  
Duration



# Demographic Profile

**CASTANET**.net

## 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.



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



Organic 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 in 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 Cellar Wines*

“

**Our company has met and exceeded the sales goals and we owe a big acknowledgement to the Castanet team.** We will continue 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.**

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

# Ad Specs

## All ad size dimensions in pixels

For extra crispness on 4K monitors ads may be built at 200% (ex, Half Page 600x1200 instead of 300x600). This applies only to Castanet ads, NOT programmatic.

### Leaderboard

**728x90**

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



### Medium Rectangle

**300x250**

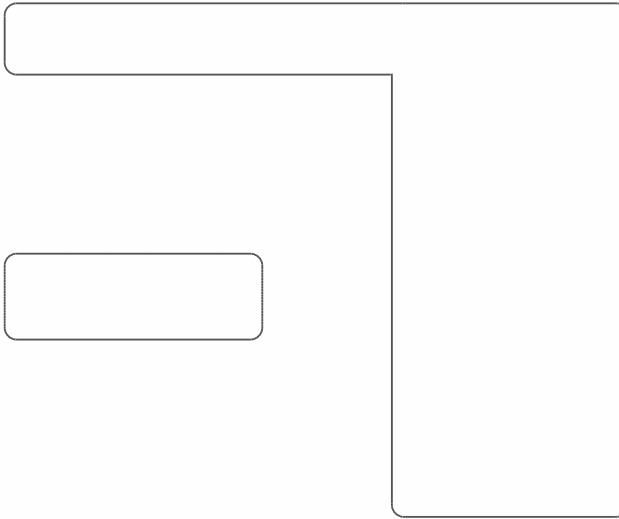
FILE FORMAT: .JPG, .GIF, .HTML  
MAX FILE SIZE: 275K



### Classifieds Photowrap

**900x600**

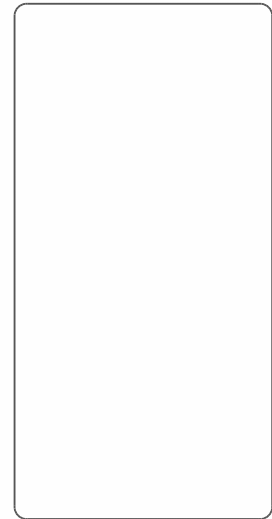
FILE FORMAT: .JPG  
MAX FILE SIZE: 125K  
NO ANIMATION



### Half Page

**300x600**

FILE FORMAT: .JPG, .GIF, .HTML  
MAX FILE SIZE: 100K  
MAX 2 FRAME .GIF ANIMATION



### Small Rectangle

**300x100**

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



### Billboard

**970x250**

FILE FORMAT: .JPG, .HTML  
MAX FILE SIZE: 100K  
NO .GIF ANIMATION



### Embedded Banner

**640x180**

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



Clients can choose to have a Display Page created to link from their ads. The page is similar to a one page website that can feature links to other sites, email, or an online form.

Castanet ad size templates in .psd format are available on request from your marketing consultant.



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.

# Ad Specs continued



## All ad size dimensions in pixels

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### Full Page

**640x900**

FILE FORMAT: JPG  
MAX FILE SIZE: 1.5MB  
NO ANIMATION



### Newsletter

**560x90**

FILE FORMAT: JPG, .GIF  
MAX FILE SIZE: 100K  
NO HTML ANIMATION



### Mobile

**588x128**

FILE FORMAT: JPG  
MAX FILE SIZE: 80K  
NO ANIMATION



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