

RATE CARD FOR THE FIRST QUARTER OF 2010

WHO WE ARE

Vancouver Is Awesome Inc is a community based media organization dedicated to spreading a positive message about the city of Vancouver BC and the arts and culture fostered within it. Founded, edited, maintained and supported by folks who live here and who truly love this city of ours, we are a resource that delivers lighthearted fun daily with a mantra of "no bad news"; we only report on positive happenings and leave the "real" news to traditional media and other blogs. We have an ear to Vancouver's streets and are happy to serve as it's cheerleaders.

READERSHIP

Delivering to a keen, 19-35 year old demographic of men and women, 76% of whom live within the Lower Mainland, our readers are looking for awesome stuff going on within the city they live in. On average we deliver 110,000 page views per month to 30,000 unique visitors. The remaining 24% of our visits are split up between readers in other Canadian cities and other countries. Our site is SEO optimized and often comes up on the first or second page of a Google search on Vancouver-specific topics. Though we're not fully geared towards tourists, nor are they our prime audience, 24% of our visitors do slip in the door under the title of "tourist".

FULLY INTEGRATED SOCIAL MEDIA PACKAGE

With every ad buy we not only deliver the exposure of banner views and click throughs but as a value added we post links to your site through our popular Twitter feed and Facebook group, integrating our own style of conversational media within our blog with the power of the social media staples that you're likely already leveraging.

GROWTH

With organic growth through word of mouth and social media as well as strategic partnerships with The Peak 100.5 FM and other local media and promoters, our readership continues to grow month after month. During period of May to October of 2009 we had a 100% growth in traffic from 55,000 monthly page views to 110,000 monthly page views.

HONORS

- We received 2 Georgia Straight "BEST OF" awards for 2009.
- Our founder has had multiple interviews on CBC Radio 1 and CBC Radio 3 talking about us.
- We've been given a weekly feature on 100.5 The Peak FM where we talk about all things Awesome. This feature has run for 16 weeks in 2009 and will continue into 2010.
- We are committed to a partnership with the Museum Of Vancouver to deliver programming in 2010.

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BENEFITS OF ADVERTISING

- Low minimum \$200 monthly buy, discounts available for commitments as short as 3 months.
- Fully integrated social media seeding packages are included in CPM.
- Reach the very heart of the city for less than the lowest priced ads in local weeklies/dailies.
- Your ad dollars go directly towards helping secure the future of a local not-for-profit media company dedicated to delivering a positive message about the city.

BANNER RATES AND SPECS

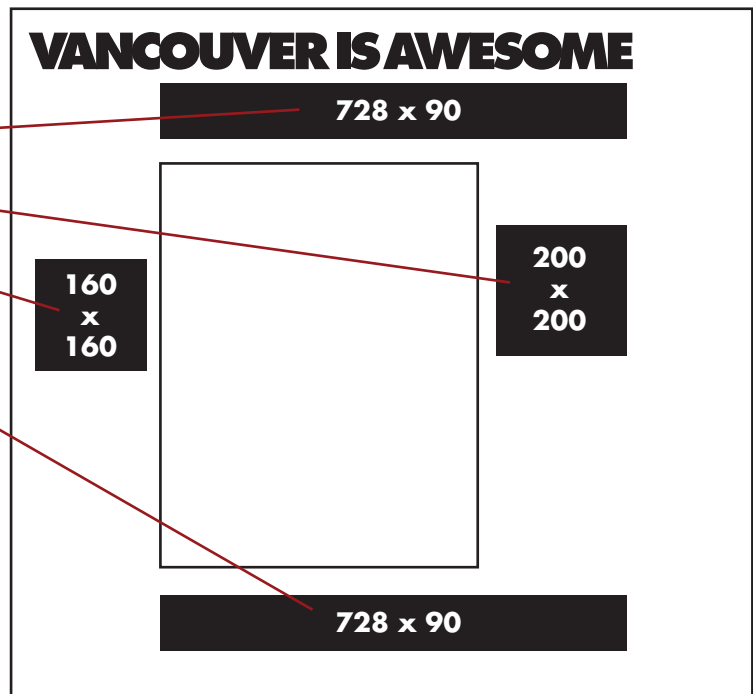
728 x 90 leaderboard: \$14 CPM

200x200 top right: \$11 CPM

160x600 top left: \$11 CPM

728x90 footer: \$9 CPM

Rates are based on static, non-animated banners delivered in GIF or JPG format.
Maximum file size: 80KB



CONTACT

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WE'RE OFFICIAL!

Federally incorporated as a not-for-profit as of July 6, 2009, *Vancouver Is Awesome Inc's* mission is the study, promotion and preservation of Vancouver arts and culture. By advertising you are not only reaching a keen readership but also helping us extend our reach further into the city, insuring the future of our organization and it's mission to spread a positive message.