

MEDIA KIT - ONLINE

RATES EFFECTIVE FEB 15, 2011 to MAY 31, 2010

CONTACT

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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. With an ear to Vancouver's streets we are happy to serve as it's cheerleaders.

READERSHIP

We deliver 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 245,000 page views per month to 70,000 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 typically comes up on the first or second page of a Google search on Vancouver-specific topics.

GROWTH

With organic growth through word of mouth, social media and strategic partnerships with The Peak 100.5 FM and other local media and stakeholders, our readership continues to grow month after month. We've been publishing our blog since 2008, in the past year our traffic has grown 100% - from 55,000 monthly page views to 110,000 monthly page views. To add to this, our RSS feed also gets an average of 135,000 monthly impressions.

HONORS

- We received the Georgia Straight's BEST LOCAL BLOG award and 3RD BEST LOCAL TWITTERER award in 2010. We also took home two Straight BEST OF awards in 2009 and are recognized by many as having the best blog in the city. Our music section made it to the shortlist of 30 in a CBC Radio 3 Searchlight contest for the "Best Music Website in Canada" in 2011.
- Our executive director has been interviewed on CBC Radio 1 and CBC Radio 3 talking about us, as well as being featured on SHAW TV's The Express, 107.9 FM Burnaby and Toronto's Newstalk 1010. He was invited to sit on the panel of esteemed judges for the Celebration of Light Fireworks competition for 2010, on the Polaris Music Prize Jury for 2011 and on The Vancouver Foundation's Generation Green Public Engagement Committee.
- We've partnered on a weekly feature on The Peak 100.5 FM where we talk about All Things Awesome. This feature has run for more than 52 consecutive weeks. We have also partnered with Disorder Magazine to produce an annual joint print publication which comes out every December.



YOUR MEDIA BUY SUPPORTS OUR LOCAL NON-PROFIT

Federally incorporated as a not-profit on July 6, 2009, *Vancouver Is Awesome Inc's* mandate is the study, promotion and preservation of Vancouver arts and culture, with a positive spin. By advertising with us you're not only reaching a keen readership but also helping insure the future of our organization and it's mission to spread a positive message. Click **HERE** to read more than 60 support letters from various organizations and businesses.

RATE CARD

BENEFITS OF ADVERTISING

- Reach the heart of the city for thirty days for pricing comparable to one issue of the local weeklies/dailies.
- Low minimum \$300 monthly buy, discounts available for commitments of 3 months or more.
- Integrated social media seeding packages can be added on upon request.
- Your ad dollars go directly towards helping secure the future of our local non-profit media company dedicated to delivering a positive message - *Vancouver Is Awesome Inc.*

ROTATING CPM BANNERS

728 x 90 leaderboard: **\$25 CPM**

200x200 top right: **\$22 CPM**

160x600 top left: **\$20 CPM**

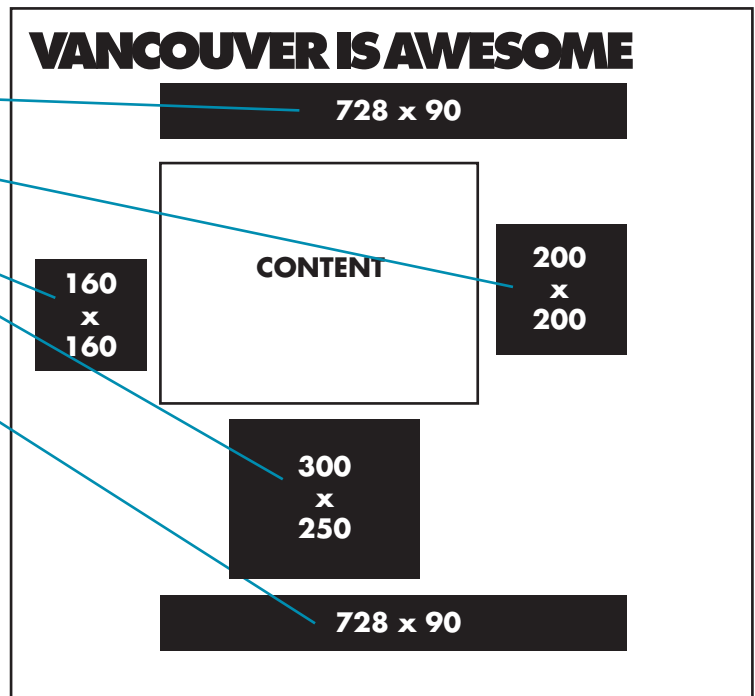
300x250 between posts: **\$25 CPM**

728x90 footer: **\$20 CPM**

CPM means "cost per thousand" views of your banner. We have roughly 110,000 views of each banner placement available each month. Generally we sell 1/4 of the views to each advertiser, so that your banner rotates with 3 others and still gets 27,500+ views.

EXAMPLE: If you wanted to buy 27,500 views of the 200x200 leaderboard that would look like:
 $\$22 \text{ CPM} \times 27.5 = \$605.00/\text{month}$

Rates based on static, non-animated banners delivered in JPG format. Max file size: 80KB



NOT FEATURED ON OUR RATE CARD

If you're interested in discussing creative ways of promoting your brand, product or campaign beyond simple banner advertising, we would love to share case studies of initiatives we have integrated for major brands and organizations.

Rates upon negotiation

