In today’s digital world, getting the most out of your advertising investment means being in front of the right audience at the right time. Invest in a digital advertising campaign, and acquire new customers today!

DIGITAL GEOFENCED DISPLAY ADVERTISING:

Our digital advertising platform enables you to create a virtual fence (geofence) around any geographical location in Calgary and the surrounding area, and choose your advertising campaign duration (start and end date). You can geofence a single community, a quadrant of Calgary, the entire city, a number of locations, or as little as a 1 kilometer radius. We will build your digital ads (big box, leaderboard, and mobile) and place them so they can be viewed on mobile, desktop, and tablet devices within your selected geofence. Clicking on your ad will navigate the user to your website.

Your digital ad campaign will be seen within your geofence on our premium network of respectable websites and app brands, which include: calgaryherald.com, nationalpost.com, globalnews.ca, mycalgary.com, cbc.ca, theglobeandmail.com, xe.com, moneySense.ca, sportsnet.ca, forbes.com, ctv.ca, financialpost.com, citynews.ca, nasdaq.com, citytv.ca, tsn.ca, radio-canada.ca, 660news.com, msn.com, espn.com, cnn.com, kijiji.ca, foodnetwork.ca, allrecipes.ca, foodnetwork.ca, readersdigest.ca, hgtv.ca, tmz.com, eatingwell.com, mensfitness.com, womenshealthmag.com, answers.com, recipe.com, etonline.com, mashable.com, thechive.com, walmart.ca, autonet.ca, bestbuy.ca, expedia.ca, travelocity.ca, homeaway.ca, canada411.ca, yellowpages.ca, canpages.ca, and more.

People buy from businesses that they are familiar with. Like other forms of advertising, digital advertising creates awareness of your business. A viewable ‘impression’ occurs when your ad is displayed on an app or website.

Geofenced digital campaign pricing is as follows:

<table>
<thead>
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<th>Impressions</th>
<th>Price</th>
<th>Cost per 1,000 Impression</th>
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<th>Impressions</th>
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</table>

MYCALGARY.COM DIGITAL ADVERTISING:

Digital Display Advertising on MyCalgary.com Community News Pages: We build your ad and place it on your selected MyCalgary.com Community News Pages. Choose your advertising campaign duration and impression count. See sample live ads and community pages here: Lake Bonavista | Sundance | Arbour Lake | Crescent Heights | Aspen Woods.

Digital Classified Advertising: Ideal for Search Engine Optimization (SEO), place your customized 50-word Business Classified Ad on any or all of our 220 Community News pages on MyCalgary.com. Community Business Classifieds are updated monthly on all 220 Community pages, and cost $4 per month / per community page ($20 minimum booking). Digital Business Classifieds are ideal for creating awareness of your business at the community level and are also ideal for SEO (Google, Bing, Yahoo keyword searches). Optimized classified ad examples include keyword searches such as “Auburn Bay Realtor”, “Lake Bonavista Plumber”, “Crescent Heights Flower Shop”, “Mahogany Landscaper”, “McKenzie Lake Electrician”, etc. Potential customers can be led to view your ad on our website through these keyword searches.
MYCALGARY.COM COMMUNITY NEWS WEB PAGES

DIGITAL DISPLAY ADVERTISING

1. Choose your target communities
2. Set Duration of Campaign
3. Select amount of Impressions
4. Book your campaign
   Call 403-720-0762
   Email sales@greatnewsmedia.ca
Acquire and retain new customers in your target communities by advertising on Calgary’s most comprehensive community news platform. MyCalgary.com is a community news website dedicated to profiling local events, activities, perspectives, culture, and lifestyle from a unique blend of excellent journalistic contributors, including community associations, resident associations, politicians, local residents, local businesses, and the City of Calgary.

MyCalgary.com provides community-focused audiences for digital advertising. Daily content is sourced from 220 Communities, 150 Community Associations, 40 Resident Associations, 70 Politicians, and over 50 regular local contributors.

### Ad Placement Locations
- Top of page Leaderboard ads
- Footer Leaderboard ads
- Sidebar Big Box ads
- In Article ads
- Mobile Anchor ads

### Gender
- Female: 58%
- Male: 42%

### Age
- 25-34: 28%
- 35-44: 27%
- 45-54: 19%
- 55-64: 13%
- 65+: 14%

### Affinities
- Avid News Readers
- Business Professionals
- Travel Buffs
- Family-Focused
- Food Enthusiasts

### Ad Sizes

#### Leaderboard Banners
- **728 x 90px**
  - Located at the top of a page, they can be seen by user immediately when the page loads. Leaderboard ads are possibly the most valuable and they perform really well.

#### Big Box
- **300 x 250px**
  - Located on the right hand side of the page, these ads are the most versatile, as they respond to portrait or landscape orientations, and work on all devices.

#### Mobile Banners
- **320 x 50px**
  - Located at the bottom of a page, mobile banners are a standard ad unit and is listed as one of the top performers on AdSense.

Digital Ad Specifications
- Static .jpg, .png and animated .gif files are accepted.