



MOBILE | DESKTOP | TABLET

DIGITAL ADVERTISING

- MEDIA KIT -



AFFORDABLE DIGITAL MARKETING STARTING FROM JUST **\$75**

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.com, 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:

Impressions	Price	CPM Cost per 1,000 Impression
10,000	\$200	\$20.00
20,000	\$380	\$19.00
30,000	\$540	\$18.00
40,000	\$600	\$15.00
50,000	\$800	\$16.00

Impressions	Price	CPM Cost per 1,000 Impression
60,000	\$1,000	\$16.67
75,000	\$1,125	\$15.00
100,000	\$1,400	\$14.00
250,000	\$3,250	\$13.00
500,000	\$6,000	\$12.00

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

SOUTH WEST COMMUNITIES

Altadore	ALT
Aspen Woods	ASP
Bankview	BNK
Bayview	BYV
Bel-Aire	BEL
Braeside	BRA
Bridlewood	BRI
Britannia	BRT
Canyon Meadows	CAN
Cedarbrae	CED
Chinatown	CHN
Chinook Park	CHK
Christie Park	CHR
Cliff Bungalow	CLI
Coach Hill	COA
Connaught	BLN
Cougar Ridge	CGR
Crestmont	CRM
Currie	CUR
Discovery Ridge	DIS
Downtown Core	DNC
Downtown West End	DNW
Eagle Ridge	EAG
Eau Claire	EAU
Elbow Park	EPK
Elboya	EYA
Erlton	ERL
Evergreen	EVE
Evergreen Estates	EES
Garrison Green	GAG
Garrison Woods	GAW
Glamorgan	GLA
Glenbrook	GBK
Glendale	GDL
Haysboro	HAY
Kelvin Grove	KEL
Killarney / Glengarry	KIL
Kingsland	KIN
Lakeview	LKV
Lincoln Park	LPK
Lower Mount Royal	LMR
Manchester	MAN
Mayfair	MAF
Meadowlark Park	MEA

Millrise	MLR
Mission	MIS
North Glenmore Park	NGM
Oakridge	OAK
Palliser	PAL
Parkhill	PKH
Patterson	PAT
Pumphill	PUM
Richmond / Knob Hill	RIC
Rideau Park	RID
Rosscarrock	RCK
Roxboro	ROX
Rutland Park	RUT
Scarboro	SCA
Shagannapi	SHG
Shawnee Slopes	SHS
Shawnessy	SHN
Signal Hill	SIG
Silverado	SVO
Somerset	SOM
South Calgary	SOC
Southwood	SOW
Springbank Hill	SPH
Spruce Cliff	SPR
Strathcona	STR
Sunalta	SNA
Upper Mount Royal	UMR
West Springs	WSP
Westgate	WGT
Wildwood	WLD
Windsor Park	WND
Woodbine	WBN
Woodlands	WOO

SOUTH EAST COMMUNITIES

Acadia	ACA
Albert Park / Radisson Heights	ALB
Applewood Park	APP
Auburn Bay	AUB
Belmont	BLM
Bonavista Downs	BDO
Chaparral	CHA
Copperfield	CPF
Cranston	CRA
Deer Ridge	DRG
Deer Run	DRN

Diamond Cove	DIA
Douglas Glen	DGG
Douglasdale	DGD
Dover	DOV
Downtown East Village	DNE
Erin Woods	ERI
Fairview	FAI
Forest Heights	FHT
Forest Lawn	FLN
Inglewood	ING
Lake Bonavista	LKB
Legacy	LEG
Mahogany	MAH
Maple Ridge	MPL
McKenzie Lake	MCK
McKenzie Towne	MCT
Midnapore	MID
Mountain Park	MCK
New Brighton	NEB
Ogden	OGD
Parkland	PKL
Penbrooke Meadows	PEN
Pine Creek	PCK
Quarry Park	QPK
Queensland	QLD
Ramsay	RAM
Red Carpet	RED
Riverbend	RIV
Seton	SET
Shepard	SHE
Southview	SOV
Sundance	SDC
Victoria Park	BLN
Walden	WAL
Willow Park	WIL
Wolf Willow	WWO

NORTH WEST COMMUNITIES

Arbour Lake	ARB
Banff Trail	BNF
Beddington Heights	BED
Bowness	BOW
Brentwood	BRE
Cambrian Heights	CAM
Capitol Hill	CAP

Carrington	CAR
Charleswood	CHW
Citadel	CIT
Collingwood	COL
Country Hills	COU
Crescent Heights	CRE
Dalhousie	DAL
Edgemont	EDG
Evanston	EVN
Greenview	GRV
Greenwood/Greenbriar	GRE
Hamptons	HAM
Hanson Ranch	HAN
Hawkwood	HAW
Hidden Valley	HID
Highland Park	HPK
Highwood	HIW
Hillhurst	HIL
Hounsfield Heights Briar Hill	HOU
Huntington Hills	HUN
Kincora	KCA
MacEwan Glen	MAC
Montgomery	MON
Mount Pleasant	MOP
Nolan Hill	NOL
North Haven	NHV
Panorama Hills	PAN
Parkdale	PKD
Point McKay	POI
Ranchlands	RAN
Rocky Ridge	ROC
Rosedale	RDL
Rosemont	RMT
Royal Oak	ROY
Sage Hill	SGH
Sandstone Valley	SAN
Scenic Acres	SCE
Sherwood	SHW
Silver Springs	SIL
St. Andrew Heights	STA
Sunnyside	SSD
Thornccliffe	THO
Tuscany	TUS
Tuxedo Park	TUX

University District	UND
University Heights	UNI
Valley Ridge	VAL
Varsity Acres	VAR
West Hillhurst	WHL

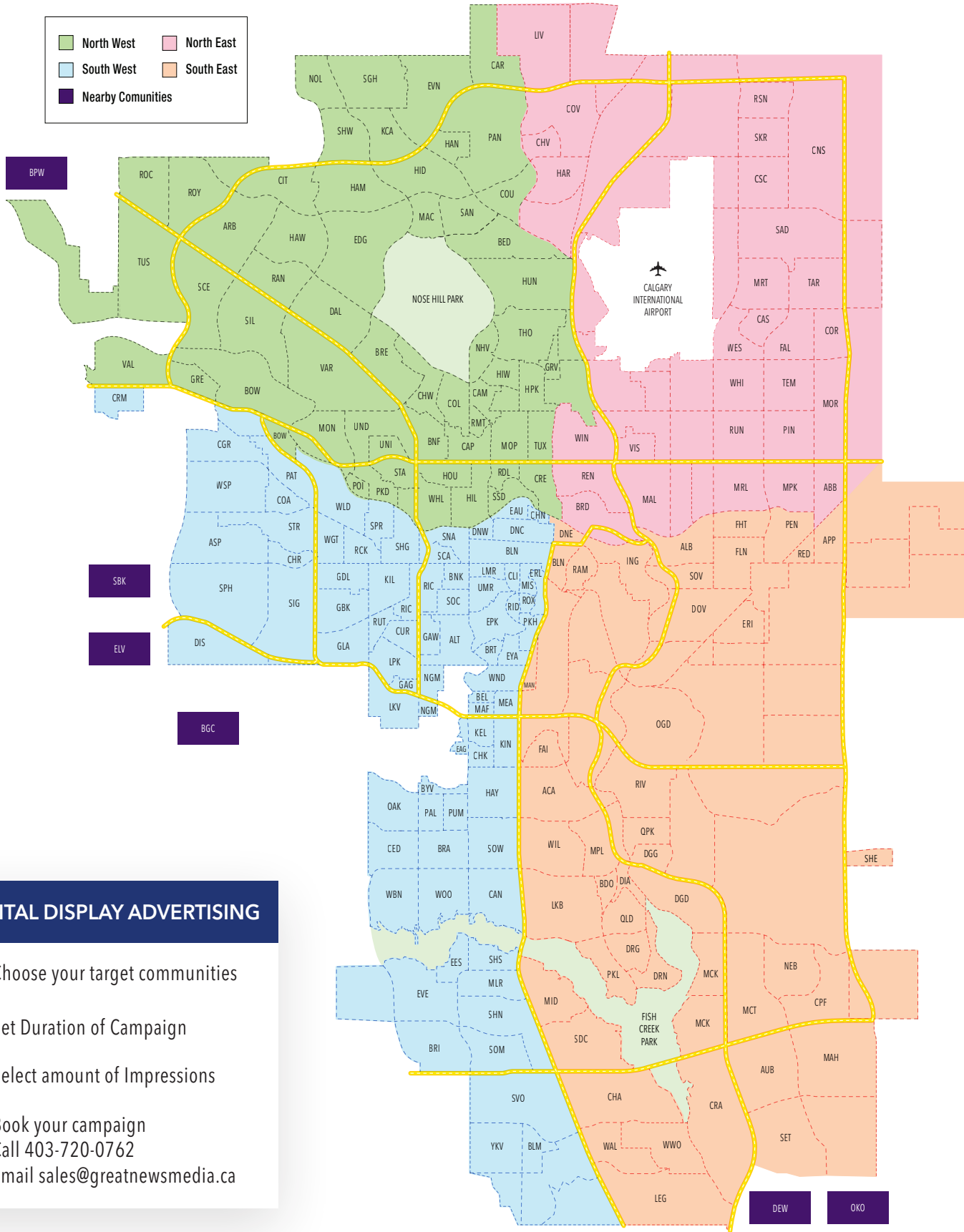
NORTH EAST COMMUNITIES

Abbeydale	ABB
Bridgeland-Riverside	BRD
Castleridge	CAS
Cityscape	CSC
Coral Springs	COR
Cornerstone	CNS
Country Hills Village	CHV
Coventry Hills	COV
Falconridge	FAL
Harvest Hills	HAR
Livingston	LIV
Marlborough	MRL
Marlborough Park	MPK
Martindale	MRT
Mayland Heights	MAL
Monterey Park	MOR
Pineridge	PIN
Redstone	RSN
Renfrew	REN
Rundle	RUN
Saddleridge	SAD
Skyview Ranch	SKR
Taradale	TAR
Temple	TEM
Vista Heights	VIS
Westwinds	WES
Whitehorn	WHI
Winston Heights-Mountview	WIN

NEARBY COMMUNITIES

Bearspaw	BPW
Bragg Creek	BGC
DeWinton	DEW
Elbow Valley	ELV
Okotoks	OKO
Springbank	SBK

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

DIGITAL ADVERTISING

- MEDIA KIT -



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	Gender	Age	Affinities
Top of page Leaderboard ads	Female 58%	25-34 28%	Avid News Readers
Footer Leaderboard ads	Male 42%	35-44 27%	Business Professionals
Sidebar Big Box ads	Technology	45-54 19%	Travel Buffs
In Article ads	Mobile 47%	55-64 13%	Family-Focused
Mobile Anchor ads	Desktop 53%	65+ 14%	Food Enthusiasts

Ad Sizes

Leaderboard Banners

728 x 90px

Your Ad

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.

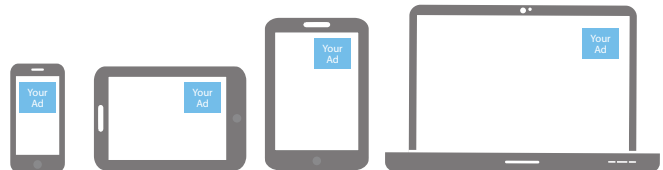


Big Box

300 x 250px

Your Ad

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

Your Ad

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.