



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 DISPLAY ADVERTISING:



Option 1: MyCalgary.com \$25 CPM (Cost Per 1,000 Impressions): We build your ad and place it on any of our 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](#).

Option 2: Geofenced Programmatic Display Advertising \$25 CPM: Geofence (Minimum 1 km radius) any geography in and around Calgary and choose your advertising campaign duration. We will build your ad and place it within your selected geofence to be viewed on mobile, desktop, and tablet devices. Our premium network of respectable websites & app brands include:

News & Sports Sites	calgaryherald.com	nationalpost.com	globalnews.ca	mycalgary.com	cbc.ca
	theglobeandmail.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
Lifestyle	foodnetwork.ca	allrecipes.ca	foodnetwork.ca	readersdigest.ca	hgtv.ca
	womenshealthmag.com	eatingwell.com	mensfitness.com	answers.com	recipe.com
Entertainment	etonline.com	mashable.com	shawmedia.ca	thehive.com	tmz.com
Shopping	Kijiji.ca	walmart.ca	autonet.ca	bestbuy.ca	xe.com
Travel	expedia.ca	condenast.com	travelocity.ca	homeaway.ca	canoe.com
Directories	canada411.ca	yellowpages.ca	canpages.ca		and more

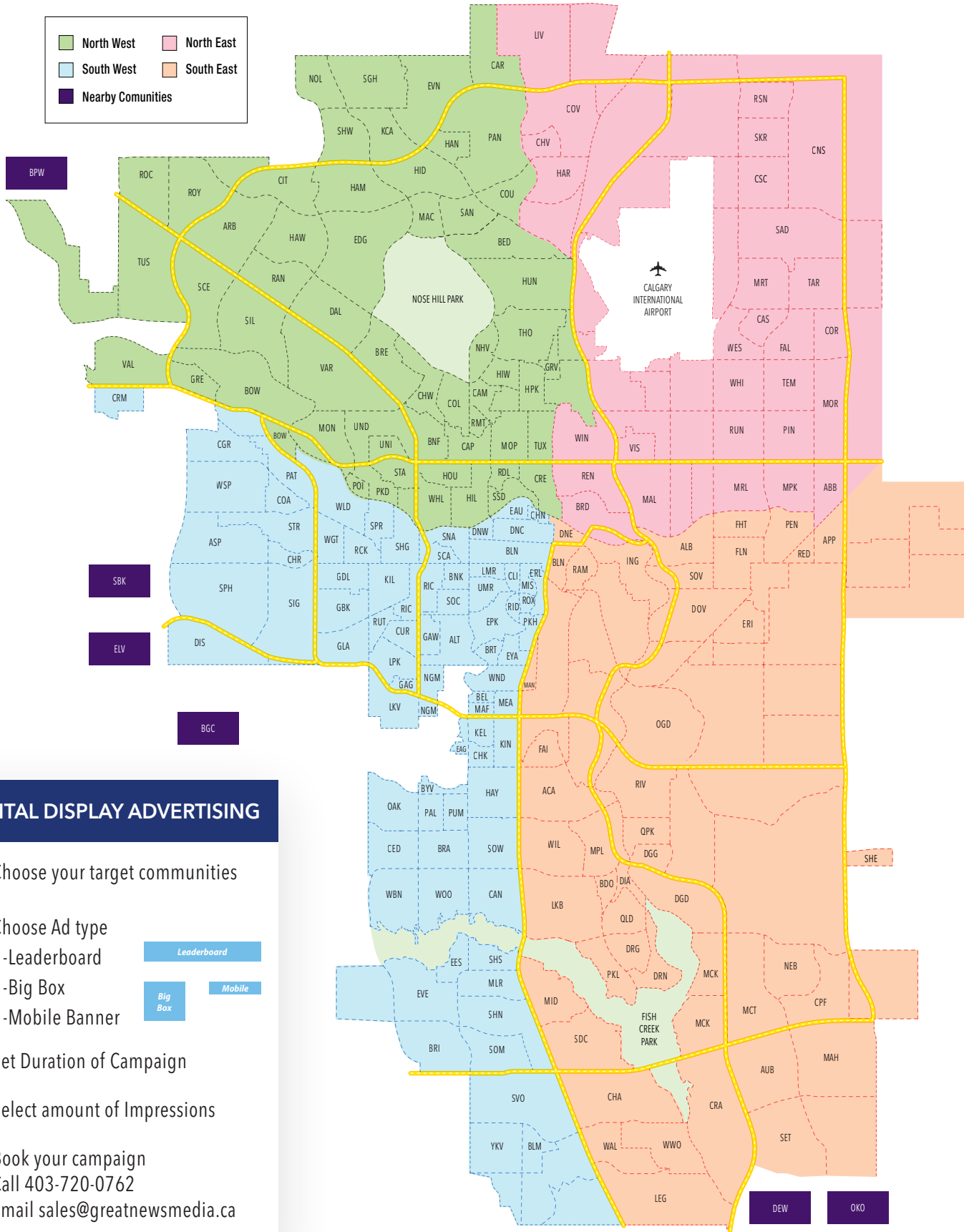
DIGITAL CLASSIFIED ADVERTISING:

Place your customized 50 word business classified ads on any or all of our MyCalgary.com 212 Community News pages. Community Business Classifieds are updated monthly on all 212 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 Google and Bing keyword searches. Improve keyword searches for your business such as "Auburn Bay Realtor", "Lake Bonavista Plumber", "Crescent Heights Flower Shop", "Mahogany Landscaper", "McKenzie Lake Electrician", etc.

MYCALGARY.COM COMMUNITY NEWS WEB PAGES

SOUTH WEST COMMUNITIES		Mission	MIS	Diamond Cove	DIA	Carrington	CAR	University District	UND
Altadore	ALT	North Glenmore Park	NGM	Douglas Glen	DGG	Charleswood	CHW	University Heights	UNI
Aspen Woods	ASP	Oakridge	OAK	Douglasdale	DGD	Citadel	CIT	Valley Ridge	VAL
Bankview	BNK	Palliser	PAL	Dover	DOV	Collingwood	COL	Varsity Acres	VAR
Bayview	BYV	Parkhill	PKH	Downtown East Village	DNE	Country Hills	COU	West Hillhurst	WHL
Bel-Aire	BEL	Patterson	PAT	Erin Woods	ERI	Crescent Heights	CRE		
Braeside	BRA	Pumphill	PUM	Fairview	FAI	Dalhousie	DAL	NORTH EAST COMMUNITIES	
Bridlewood	BRI	Richmond / Knob Hill	RIC	Forest Heights	FHT	Edgemont	EDG	Abbeydale	ABB
Britannia	BRT	Rideau Park	RID	Forest Lawn	FLN	Evanston	EVN	Bridgeland-Riverside	BRD
Canyon Meadows	CAN	Rosscarrock	RCK	Inglewood	ING	Greenview	GRV	Castleridge	CAS
Cedarbrae	CED	Roxboro	ROX	Lake Bonavista	LKB	Greenwood/Greenbriar	GRE	Cityscape	CSC
Chinatown	CHN	Rutland Park	RUT	Legacy	LEG	Hamptons	HAM	Coral Springs	COR
Chinook Park	CHK	Scarboro	SCA	Mahogany	MAH	Hanson Ranch	HAN	Cornerstone	CNS
Christie Park	CHR	Shagannapi	SHG	Maple Ridge	MPL	Hawkwood	HAW	Country Hills Village	CHV
Cliff Bungalow	CLI	Shawnee Slopes	SHS	McKenzie Lake	MCK	Hidden Valley	HID	Coventry Hills	COV
Coach Hill	COA	Shawnessy	SHN	McKenzie Towne	MCT	Highland Park	HPK	Falconridge	FAL
Connaught	BLN	Signal Hill	SIG	Midnapore	MID	Highwood	HIW	Harvest Hills	HAR
Cougar Ridge	CGR	Silverado	SVO	Mountain Park	MCK	Hillhurst	HIL	Livingston	LIV
Crestmont	CRM	Somerset	SOM	New Brighton	NEB	Hounsfield Heights Briar Hill	HOU	Marlborough	MRL
Currie	CUR	South Calgary	SOC	Ogden	OGD	Huntington Hills	HUN	Marlborough Park	MPK
Discovery Ridge	DIS	Southwood	SOW	Parkland	PKL	Kincora	KCA	Martindale	MRT
Downtown West End	DNW	Springbank Hill	SPH	Penbrooke Meadows	PEN	MacEwan Glen	MAC	Mayland Heights	MAL
Eagle Ridge	EAG	Spruce Cliff	SPR	Pine Creek	PCK	Montgomery	MON	Monterey Park	MOR
Eau Claire	EAU	Strathcona	STR	Quarry Park	QPK	Mount Pleasant	MOP	Pineridge	PIN
Elbow Park	EPK	Sunalta	SNA	Queensland	QLD	Nolan Hill	NOL	Redstone	RSN
Elboya	EYA	Upper Mount Royal	UMR	Ramsay	RAM	North Haven	NHV	Renfrew	REN
Erlton	ERL	West Springs	WSP	Red Carpet	RED	Panorama Hills	PAN	Rundle	RUN
Evergreen	EVE	Westgate	WGT	Riverbend	RIV	Parkdale	PKD	Saddleridge	SAD
Evergreen Estates	EES	Wildwood	WLD	Seton	SET	Point McKay	POI	Skyview Ranch	SKR
Garrison Green	GAG	Windsor Park	WND	Shepard	SHE	Ranchlands	RAN	Taradale	TAR
Garrison Woods	GAW	Woodbine	WBN	Southview	SOV	Rocky Ridge	ROC	Temple	TEM
Glamorgan	GLA	Woodlands	WOO	Sundance	SDC	Rosedale	RDL	Vista Heights	VIS
Glenbrook	GBK			Victoria Park	BLN	Rosemont	RMT	Westwinds	WES
Glendale	GDL	SOUTH EAST COMMUNITIES		Walden	WAL	Royal Oak	ROY	Whitehorn	WHI
Haysboro	HAY	Acadia	ACA	Willow Park	WIL	Sage Hill	SGH	Winston Heights-Mountview	WIN
Kelvin Grove	KEL	Albert Park / Radisson Heights	ALB	Wolf Willow	WWO	Sandstone Valley	SAN		
Killarney / Glengarry	KIL	Applewood Park	APP			Scenic Acres	SCE		
Kingsland	KIN	Auburn Bay	AUB	NORTH WEST COMMUNITIES		Sherwood	SHW	NEARBY COMMUNITIES	
Lakeview	LKV	Belmont	BLM	Arbour Lake	ARB	Silver Springs	SIL	Bearspaw	BPW
Lincoln Park	LPK	Bonavista Downs	BDO	Banff Trail	BNF	St. Andrew Heights	STA	Bragg Creek	BGC
Lower Mount Royal	LMR	Chaparral	CHA	Beddington Heights	BED	Sunnyside	SSD	DeWinton	DEW
Manchester	MAN	Copperfield	CPF	Bowness	BOW	Thornccliffe	THO	Elbow Valley	ELV
Mayfair	MAF	Cranston	CRA	Brentwood	BRE	Tuscany	TUS	Okotoks	OKO
Meadowlark Park	MEA	Deer Ridge	DRG	Cambrian Heights	CAM	Tuxedo Park	TUX	Springbank	SBK
Millrise	MLR	Deer Run	DRN	Capitol Hill	CAP				

MYCALGARY.COM COMMUNITY NEWS WEB PAGES



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 212 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

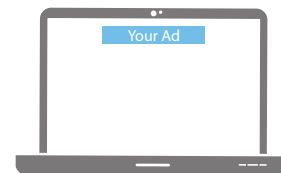
Ad Sizes

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.

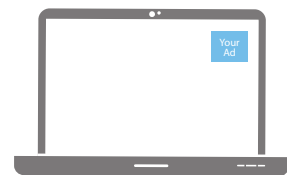
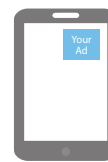


Big Box

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.