



2025 Media Kit

Your Guide To Partnership



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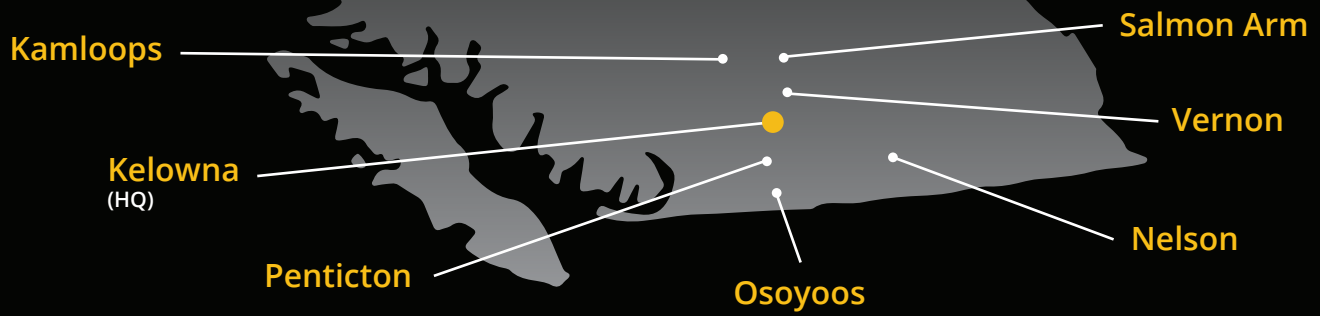
YOUR NEWS FIRST

For over 2 decades Castanet has been a trusted source of dependable and timely news and relevant insights. It aims to keep the community informed about important events, developments, and issues that impact their lives. With a focus on local as well as regional, national and international news, covering a wide range of topics including business, sports, politics, entertainment and community events, Castanet draws over 550,000 readers per week.

Additionally, the website serves as a platform for community engagement, allowing users to comment on articles, participate in forums, and submit their own news stories and photos. Overall Castanet plays a significant role in the media landscape of the Okanagan, Thompson and Kootenay regions, serving as a primary source of news and information for residents and visitors alike.



Reach & Frequency



Each edition is geolocated to their city or region. The geolocation database is approximately 75% accurate in determining readers' locations. There is also an edition selector tool for individuals to override and select their chosen edition. Each edition has curated news and advertising for their region. The Kelowna (or HQ) edition welcomes traffic from all regions that are not represented in other editions, EX: Vancouver, Calgary, Toronto, etc...

Castanet's team of journalists, marketers and content creators work collaboratively to capture a diverse audience in its communities and beyond, ensuring you reach your target audiences in the right place at the right time.

Edition	Unique Visitors	Page Views	Pages Per Visit	Average Visit Duration
Kelowna (HQ)	624,772	9,504,181	4.49	6:45
<i>Top 5 Cities</i>				
1. Vancouver	139,319	1,785,400		
2. Kelowna	104,984	3,933,704		
3. Calgary	25,812	116,894		
4. Toronto	21,511	215,150		
5. Surrey	20,258	218,074		
CastanetKamloops.net	107,716	616,722	1.39	2:33
Penticton Edition <i>Osoyoos/Oliver Sub Edition</i>	62,176 29,973	828,978 233,997	3.01	8:52
Vernon Edition <i>Salmon Arm Sub Edition</i>	56,678 24,069	891,726 217,512	2.96	8:55
Nelson Edition	12,892	65,638	1.11	1:55
Mobile App	55,430	4,220,869		



Your Digital Toolkit

Castanet's full-service marketing and creative team specialize in providing custom integrated marketing solutions designed to build success.

Digital Display

A powerful way to connect with broad-reaching, loyal digital audiences in a meaningful way. Align your brand with Castanet, a highly trusted news media site with proven results. Educate, promote events, products, services, employment opportunities and more, with strategically placed display ads amongst Castanet's industry-leading hyper-local content. Comprehensive monthly campaign reporting provides insights valuable to measuring results and optimizing strategies to meet your objectives.

Sponsored Content

Our community brands are trusted influencers in their markets with a strong voice and loyal audiences. Leverage Castanet's reputation to build trust in your brand. Sponsored Content seamlessly integrates with editorial content offering a smooth user experience. Well-crafted articles inform, entertain and educate, driving engagement while positioning your brand as a thought leader and topical expert. These articles remain on site infinitely and, with backlinks, can enhance your website's search engine ranking. Detailed reporting tracks reads, views and secondary click-throughs, giving you clear insights into your campaign's impact.

Website Design

Your website is a key foundation for your digital marketing initiatives and where your digital footprint begins. It's where your customers go to research your company, products, and services. Our expert in-house designers utilize best practices in developing your theme website for optimal results. Fully responsive design optimized for all devices. Self-management User Guide included.

Social Media Management

Your social accounts are an integral part of your owned media network. They're an excellent tool for connecting and building meaningful relationships with your target audience. Our expert organic content creation is based on your communication objectives. Services incorporate custom strategy, monthly strategy development, site visits for stock photo/video content, on-brand copywriting, professional content calendar, 90-day analytic reports.

SEO

SEO is a custom program that begins with keyword recommendations based on current search rank and number of active monthly searches. We provide our clients with an on-site analysis, a 30-point checklist and a benchmark ranking report. These become the target areas for improvement. Each month we'll provide a report to show how your search rank is improving against the benchmark rank.

Programmatic

Programmatic Display is a data-driven online marketing program that works on three principles: site retargeting, search targeting and contextual targeting. If internet users have been to your website, searched for your products and services or they're reading content relevant to what you offer, we'll help get your message in front of them. All campaigns are geo-targeted and geo-fencing is optional. Your campaign is optimized to target users who are likely to engage with your brand and purchase your products and services.

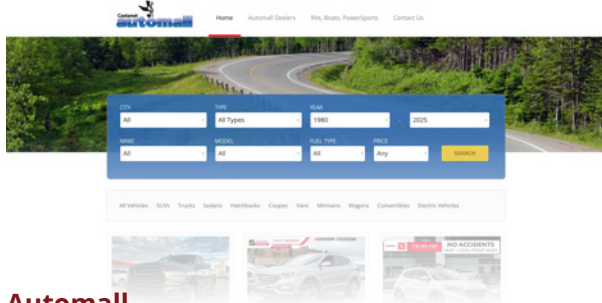
SEM

SEM is a form of internet marketing that involves the promotion of websites by increasing their visibility in search engine results pages primarily through paid search campaigns. Paid search campaigns direct traffic to your website and can target potential customers based on criteria such as their location, age, interests, browsing devices, etc. Monthly reports show activity such as impressions, click-through rates and lead generation.



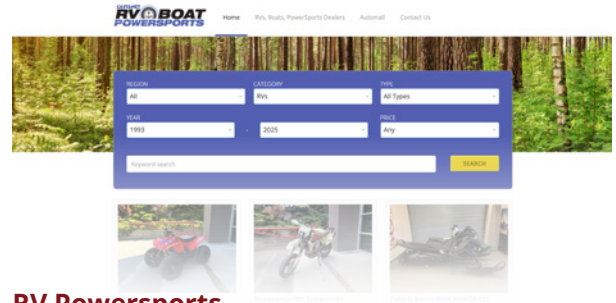
More Opportunities To Engage

Owned and operated, Castanet’s digital extensions provide brands with the opportunity to enhance campaigns and boost visibility among your target audience.



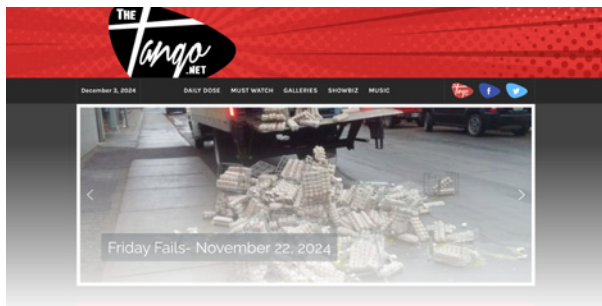
Automall

CastanetAutomall.com is a comprehensive, user-friendly online platform that connects auto buyers with a broad selection of new and used vehicles available for sale from the largest auto dealers across the Okanagan, Thompson and Kootenay regions. Each listing includes vehicle details and high-quality images allowing potential buyers to evaluate options during their decision-making process. Dealer location and contact information is prominently featured, facilitating direct communication online as well as in person.



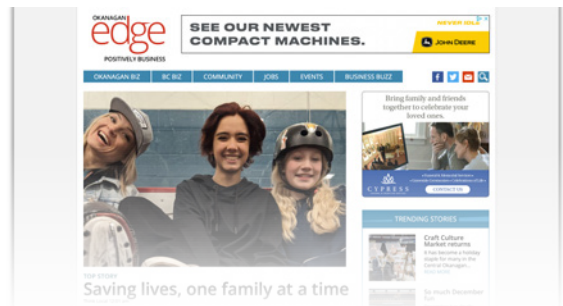
RV Powersports

RVPowersports.com, modeled after CastanetAutomall.com, is a separate platform dedicated to RV’s, boats, motorcycles, ATV’s, snowmobiles and various watercraft and powersports vehicles, catering to a diverse range of buyers’ interests.



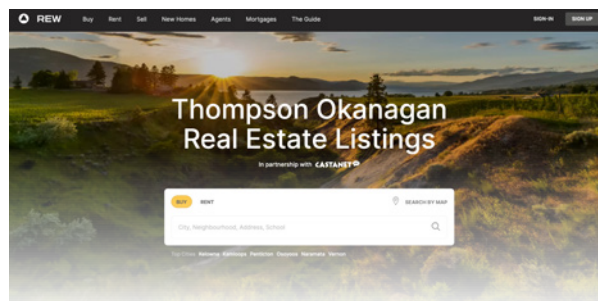
The Tango

TheTango.net is a humorous, all-in-one, viral video, photo, entertainment and lifestyle website. Content appearing on TheTango.net focuses on pop culture, current entertainment events and best of web photos/videos...all with a bit of edge.



Okanagan Edge

OkanagaEdge.net provides in-depth hyper-local business and community news and events to readers throughout the Okanagan Valley, Thompson and Kootenay regions.



REW

REW.ca/okanagan is the Thompson/Okanagan specific edition of Canada’s leading real estate marketplace. REW provides a comprehensive fast and easy home search experience for buyers, sellers and renters, including sales history, local agent directories, open home schedules and more, resulting in thousands of connections between home-seekers and our partners every day.

Pride In Partnership

Castanet prioritizes cultivating community partnerships by building connections with local organizations, businesses, and community leaders to support shared goals. By collaborating with a diverse range of partners, Castanet brings together resources, ideas, and expertise to address community needs effectively. Through its partnerships, Castanet creates opportunities for meaningful community engagement, from supporting local events to facilitating projects that benefit residents directly. This collaborative approach not only strengthens relationships within the community but also empowers organizations to work together towards sustainable, positive change. By fostering open communication and shared values, Castanet plays an essential role in nurturing a more connected and resilient community.



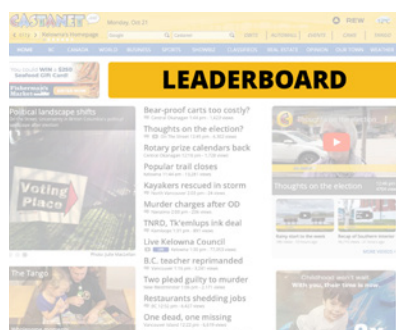
Ad Units

Created to seamlessly flow within the Castanet ecosystem and custom designed to optimize impact, engagement and brand awareness.

All ad size dimensions in pixels.

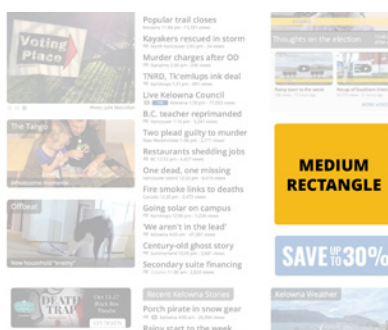
For extra crispiness on 4k monitors ads may be built at 200% (ex, Half Page 600x600 instead of 300x600).

This applies only to Castanet ads, NOT programmatic.



Leaderboard
728x90

FILE FORMAT: .JPG, .GIF, .HTML
MAX FILE SIZE: 150K



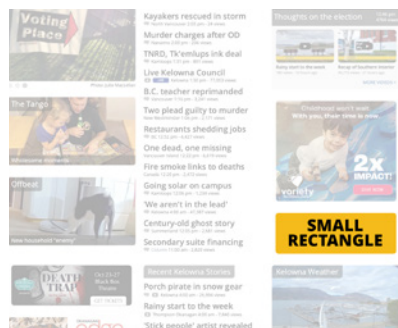
Medium Rectangle
300x250

FILE FORMAT: .JPG, .GIF, .HTML
MAX FILE SIZE: 275K



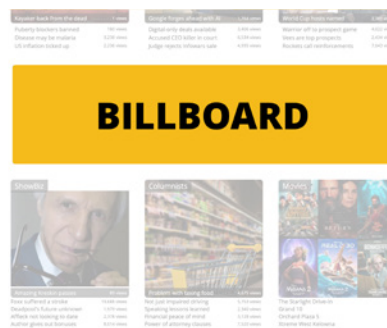
Half Page
300x600

FILE FORMAT: .JPG, .GIF, .HTML
MAX FILE SIZE: 100K
MAX 2 FRAME .GIF ANIMATION



Small Rectangle
300x100

FILE FORMAT: .JPG, .GIF, .HTML
MAX FILE SIZE: 175K



Billboard
970x250

FILE FORMAT: .JPG, .HTML
MAX FILE SIZE: 100K
NO .GIF ANIMATION



At Castanet we strive to achieve the highest ethical standards in all the we do. We feature IAB approved ad sizes and ascribe to the Canadian Code of Advertising Standards.

Clients can choose to have a Display Page created to link to from their ads. The page is similar to a one page website that can feature links to other sites, email, or an online form.

Castanet ad size templates in .psd format are available on request from your marketing consultant.

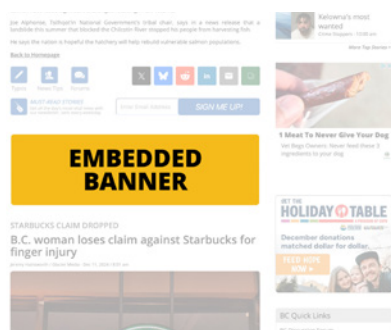
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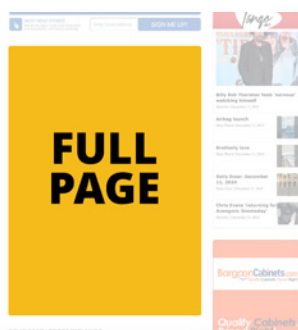
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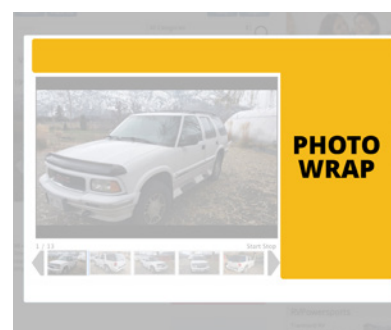
Embedded Banner
640x180

FILE FORMAT: .JPG, .GIF, .HTML
MAX FILE SIZE: 150K



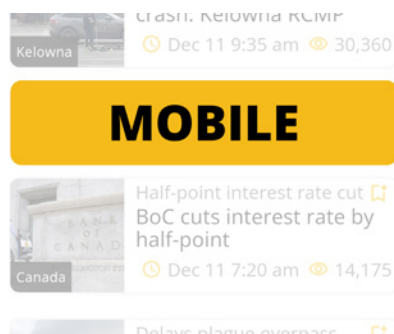
Full Page
640x900

FILE FORMAT: .JPG
MAX FILE SIZE: 1.5MB
NO ANIMATION



Classifieds Photowrap
900x600

FILE FORMAT: .JPG
MAX FILE SIZE: 125K
NO ANIMATION



Mobile
588x128

FILE FORMAT: .JPG
MAX FILE SIZE: 80K
NO ANIMATION



Newsletter
560x90

FILE FORMAT: .JPG, .GIF
MAX FILE SIZE: 100K



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