

SOUTH OKANAGAN MEDIA KIT

2024

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Castanet reaches **a diverse, local audience** in the Okanagan, making it a powerful and affordable advertising medium.

Castanet is part of the Glacier Media Network, which serves local news and information to communities across Western Canada and beyond.

For advertisers seeking exposure across B.C. or across our community, **we offer unbeatable reach and value.**

Reach & Frequency

Castanet Weekly Statistics
CASTANET OVERALL READERS

38,873

UNIQUE VISITORS

707,616

PAGE VIEWS

5.63

PAGES PER VISIT

Top Markets

Weekly Unique Visitors

1. Penticton	29,428
2. Summerland	7,479
3. Oliver	3,545
4. Osoyoos	3,451
5. Naramata	1,011

Weekly Page Views

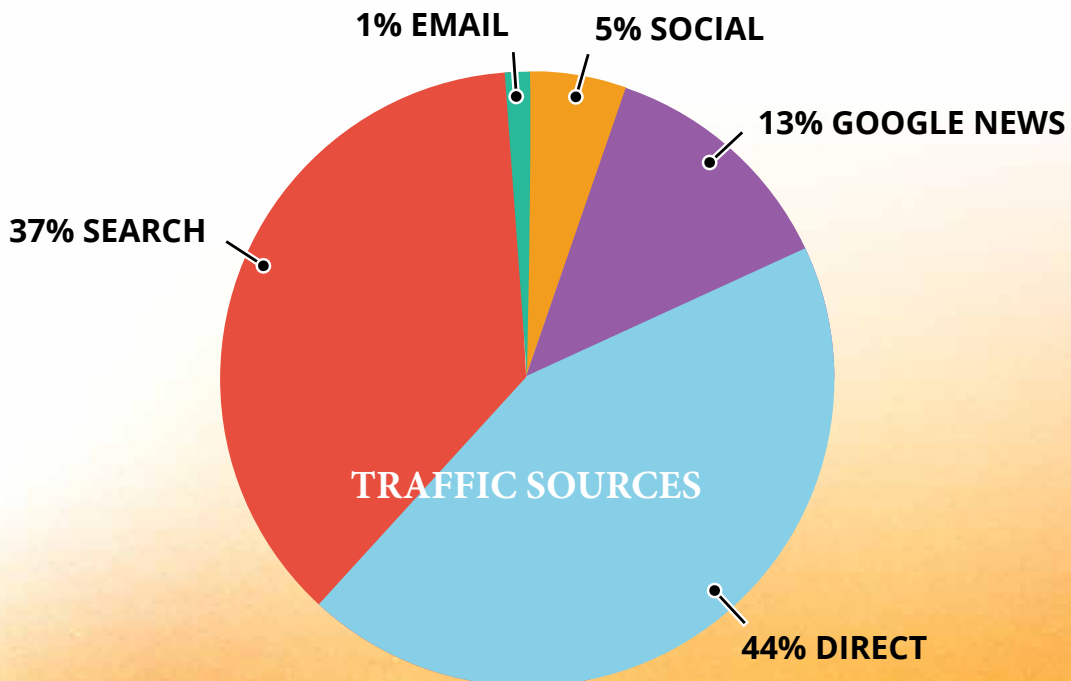
1. Penticton	468,209
2. Summerland	118,999
3. Oliver	56,406
4. Osoyoos	54,904
5. Naramata	16,088

Reach & Frequency

Castanet Weekly Statistics
CASTANET OVERALL READERS



Google Analytics
as at December 3-9, 2023



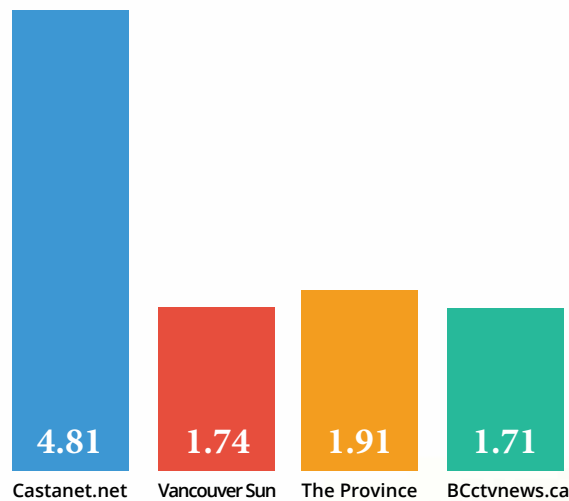
Google Analytics
as at January 7-13, 2024

Competitive Analysis

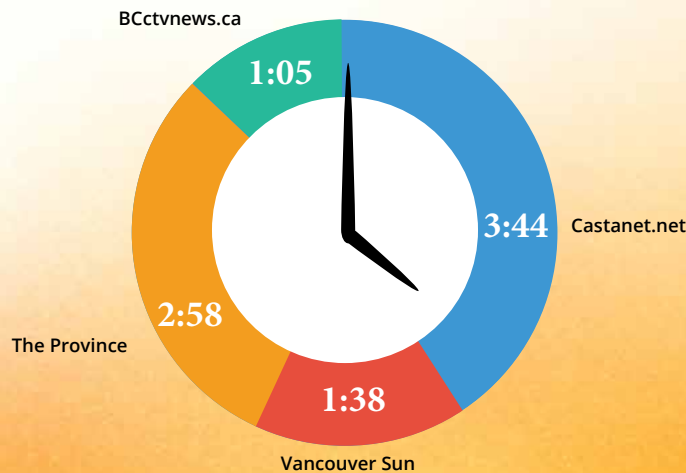
General News BC
AVERAGE WEEKLY VISITS



Pages
Per
Visit

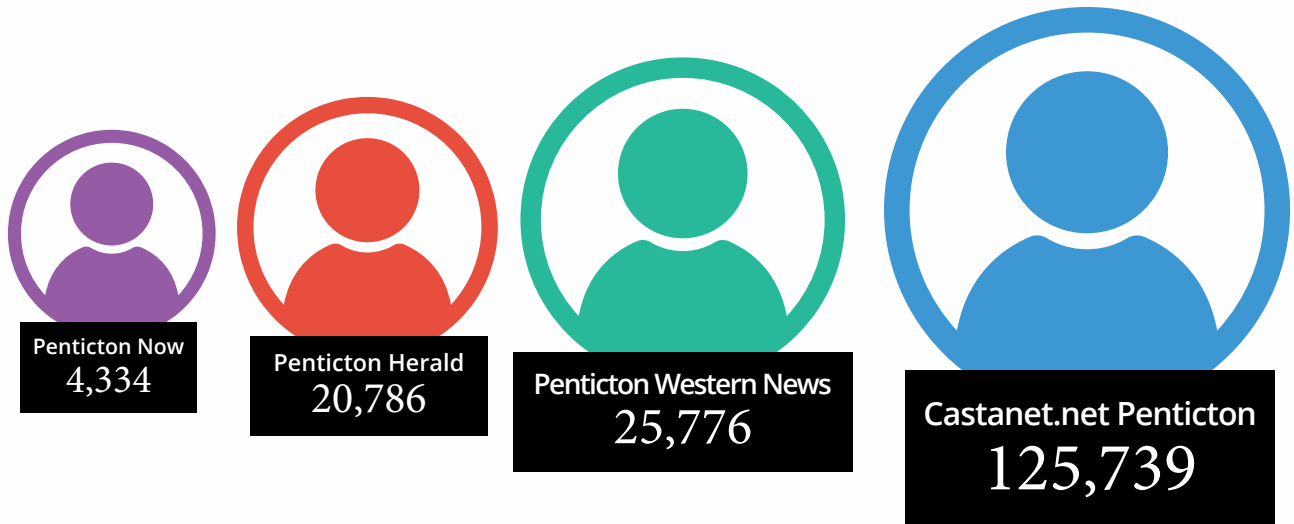


Average
Visit
Duration

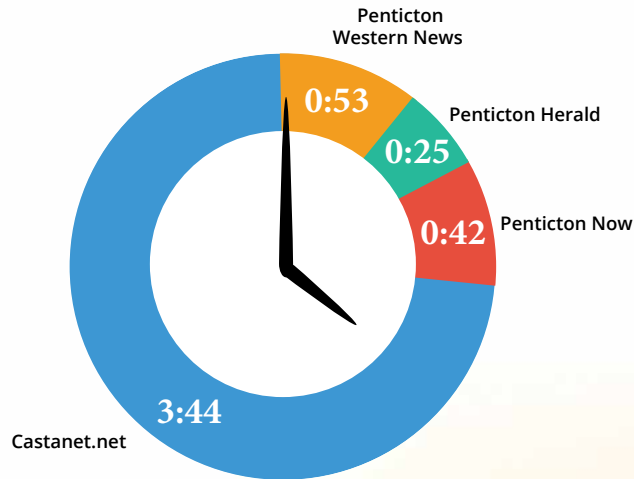


Competitive Analysis

Local Online Competitive Analysis AVERAGE WEEKLY VISITS



Average Visit Duration

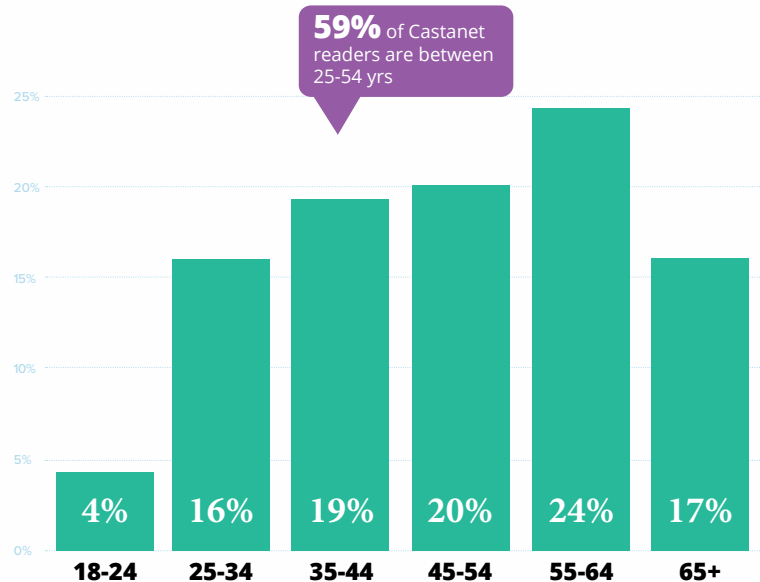
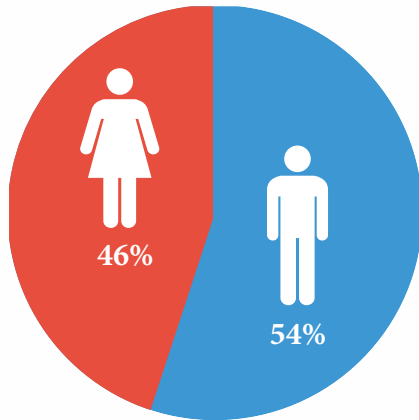


Local Traditional Media Comparative Analysis AVERAGE WEEKLY REACH



Demographic Profile

Age & Gender



Get in front of the **Valley's largest audience** by advertising on Castanet.net

Castanet account managers build tailored marketing solutions based on your business goals. **We can provide you with any possible** digital advertising option from social media management, SEO, programmatic or local ads on Castanet.net

Castanet is 100% LOCAL. From our designers, tech department and newsroom. When you support Castanet... You support local.

Digital Services

“

Castanet operates a full-service marketing and creative team that utilizes **our vast range of digital products** to execute custom integrated marketing programs for our clients. **We can offer the tools to spark growth and build your business.**



Display advertising on
Castanet.net



SEM - Search Engine
Marketing



Website design



Programmatic display



Organic social media
management



Sponsored content



SEO - Search Engine
Optimization



Video Advertising

Testimonials

“

Our agency uses many tactics to advertise for our clients. **Castanet is the heavyweight in the Okanagan,** and a great choice for local businesses.

Performance in on par or better than other channels.

*James Shaw, Creative Director
Twin Creek Media*

“

Connecting with our customers takes many forms. We appreciate that **Castanet gives us a direct path to a dedicated & engaged local market.** Consistent and reliable results makes Castanet a great marketing partner for us.

*Heather Courtney, GM
Peak Cellar Wines*

“

Our company has met and exceeded the sales goals and we owe a big acknowledgement to the Castanet team. We will continue to work with them to emphasize our products, our approach, and our business goals.

*Allan Horwood, Owner
The Pool Patrol*

“

Awesome! Way better than a Facebook ad.

*Syliva Mcnamee, Director, Media Strategy
Ace Project Marketing*

Ad Specs

All ad size dimensions in pixels

For extra crispness on 4K monitors ads may be built at 200% (ex, Half Page 600x1200 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

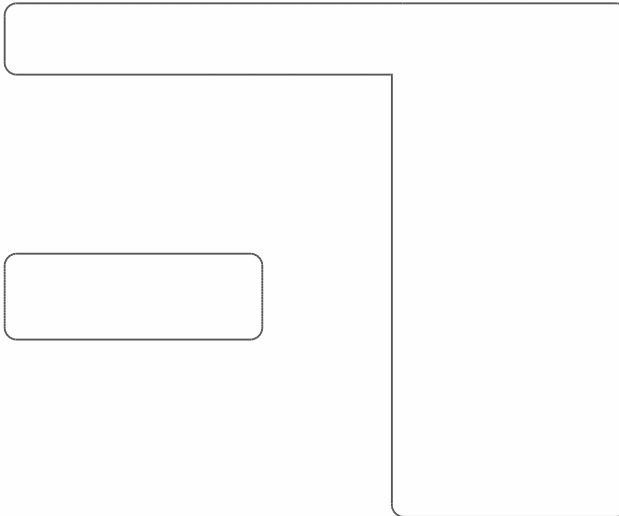
FILE FORMAT: .JPG, .GIF, .HTML
MAX FILE SIZE: 275K



Classifieds Photowrap

900x600

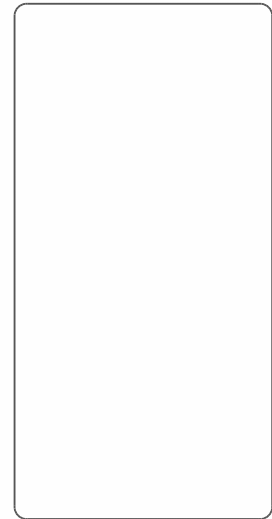
FILE FORMAT: .JPG
MAX FILE SIZE: 125K
NO ANIMATION



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



Embedded Banner

640x180

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



Clients can choose to have a Display Page created to link 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.



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

Ad Specs continued

All ad size dimensions in pixels

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Full Page

640x900

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



Newsletter

560x90

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



Mobile

588x128

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



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