

HarbourLiving.ca
Vancouver Island's Events Website

Advertising Media Kit 2013

HarbourLiving.ca
Vancouver Island's Events Website

1-877-729-2650

www.harbourliving.ca

What is HarbourLiving.ca?

Vancouver Island's Premier Events Listing Website

Promoting events happening across Vancouver Island and promoting valued local advertisers

Launched in 2005, *HarbourLiving.ca* is a prominent, fully Search Engine Optimized website containing a complete listing of events happening on Vancouver Island – concerts, music, arts, entertainment, sports, recreation, festivals, family events, free events, movie listings and more!

The Facts:

Average of 43,000 visits per month.
That's 1,400 visits per day!

Average of 59% are new visitors, 41% returning visitors

Average visitor views 4 pages per visit
Average visitor spends 2.5 - 3 minutes on the site

93% of visitors live in Canada
Of those, 77% live on Vancouver Island

72% of visitors find us through search engines such as Google, Yahoo, Bing, etc., 15% direct traffic, 13% through referring sites such as Facebook, Twitter and sites whose events calendars we power such as BC Ferries, Tourism Nanaimo and Island Radio Stations

More detailed Demographics from our 2011 Reader Survey at <http://www.harbourliving.ca/2011surveyresults.php>



We also produce and promote
Harbour Living Weekly

An Opt-In Email Newsletter sent out weekly to subscribers.
A reminder of upcoming Featured events that promotes our
valued advertisers and drives traffic back to HarbourLiving.ca.

The Facts:

FREE, opt-in weekly e-newsletter
of events on Vancouver Island

One e-newsletter per region:
Central, South, North & Cowichan

Contains regionally specific
event listings and advertisers

CURRENT SUBSCRIBERS:

Central Island Edition
(launched 2005)
7,600+ subscribers

South-Island Edition
(launched 2007)
3,400+ subscribers

North Island Edition
(launched 2007)
1,700+ subscribers

Cowichan Edition
(launched 2008)
1,100+ subscribers

Harbour
Living.ca

Also provides

RSS Feeds

that power the Event
Calendars and Event Listings
other high profile websites
and businesses.

**See
who trusts**

HarbourLiving.ca

**to power THEIR
Event Calendars:**

BCFerries
Experience the difference

THE WAVE
102.3FM
nanaimo's best music

the eagle
92.3
the island's best music mix

THE WOLF
106.9 FM
Nanaimo's Rock Station

the lounge
94.3 FM

the Beach
1188.1
OCEANIDE'S SOFT ROCK

“
The content on the Harbourliving site is compelling
and my banner advertising on Harbourliving.ca
consistently achieves a solid click-through rate.
I'm confident that I'm reaching a segment of my
target audience through this advertising activity.”

- Debra Jacklin
Marketing and Advertising Coordinator
Vancouver Island University

A better digital media plan.

Connect to your target audience...in real time.

- ▶ Targeted ads to reach your **TARGET AUDIENCE**
- ▶ **FREQUENCY REWARDS**
discounts for multiple bookings
- ▶ **FIXED MONTHLY FEE**
versus pay per impression or per click
- ▶ **DETAILED STATISTICAL REPORTS**
delivered to your inbox

GENERATE AWARENESS of your company or organization and **REINFORCE YOUR BRAND** with targeted banner ad campaigns

STRETCH YOUR ADVERTISING BUDGET as banner ads typically cost less to design and run than other forms of direct advertising

Banner ads are one of the easiest and **MOST EFFECTIVE METHOD OF DRIVING TRAFFIC TO YOUR WEBSITE**

INCREASED WEBSITE TRAFFIC – we drive targeted traffic to your website thereby increasing your online exposure, search engine ranking and potential buyers

INCREASED SOCIAL MEDIA NETWORK – we promote our valued advertisers to our Facebook fans and Twitter followers at no additional cost to you

“ While some event sites become cluttered by advertising, Harbourliving.ca carefully mixes site ads, feature listings, and weekly e-news blasts into a clean framework.

Businesses who want extra exposure have an excellent way to stand out from the crowd without overwhelming browsers.”

– Heather Watters, WildPlay Parks

Banner Advertising

A highly effective way for your business to:

▶ Announce new products

Do you have a new product or service and want to shout it out? Banner ads allow you to show potential buyers what you have!

▶ Build your brand

Banner ads allow you to get your business name, website URL and logo (brand) in front of thousands of potential customers

▶ Drive sales

Put your message in front of your target audience and **DRIVE TRAFFIC** to your website from *HarbourLiving.ca*

Animated or static banners that run on the website or in the weekly enewsletter

You can design the ad and provide it...or we can do it for you!
Ask your Online Advertising Specialist for more information.

Banner advertisements click through to the webpage of your choice... and we provide you with the statistics.



*“What I like most about HarbourLiving.ca is that
-Customer service is excellent.
-Designers are very helpful.
-I get “Click” through reporting. ”*

Brenda Rositano
Nanaimo District Hospital Foundation

Banner Ad Types

Choose the style that's right for your message.

- ▶ Both a horizontal format and a vertical format are available for both website and email advertising.
- ▶ Both styles receive equal rotation, allowing you to choose a type that suits your brand and communicates your message effectively.
- ▶ Both a static .jpg format or an animated .gif format are possible.

Vertical Format ▶

160 pixels in width
600 pixels in height
Maximum file size of 75kb

Horizontal Format

500 pixels in width
120 pixels in height
Maximum file size of 75kb

OLD HOUSE
VILLAGE HOTEL & SPA
where luxury meets value
oldhousevillage.com

The Old House
Experience Package
\$139* PER PERSON
DISCOVER EVERYTHING THE
OLD HOUSE HAS TO OFFER
BOOK NOW >>
1-888-703-0202

Includes:
*One night hotel
accommodation for two
*1 hour Massage for each of you
*\$50 dinner voucher

For more details
and promotions
CLICK NOW >>

Double your summer fun?
UNLEASH IT!

Climb, Zip, Jump!
Wild Play
ELEMENT PARK

RIDE!
2-for-1
Mile High Chairlift
Mount Washington
details >>

Feature Listings

Make your event listing stand out from the crowd.

- ▶ Feature placement on HarbourLiving.ca for 14 days.
- ▶ Inclusion in Harbour Living Weekly the week of the event.

Ask your Online Advertising Specialist for details.

Advertising Rates

HarbourLiving.ca

Harbour Living Weekly

WEBSITE BANNER ADVERTISING

E-MAIL BANNER ADVERTISING

- ▶ Choice of Vertical or Horizontal Banner Ad
- ▶ Banners booked by region: South, Central, North Island and Cowichan
- ▶ Banners rotate equally through each region of the website
- ▶ A limited inventory of: 20 vertical banners and 20 horizontal per region
- ▶ Ads booked month to month No long-term contract!
- ▶ Detailed statistical report (clickthroughs and views) delivered to your inbox

- ▶ Choice of Vertical or Horizontal Banner Ad
- ▶ Banners booked by region: South, Central, North Island and Cowichan
- ▶ A limited inventory of: 2 vertical banners and 2 horizontal per issue
- ▶ Ads booked per issue

\$250 per month per region

Central Island: \$200
Cowichan: \$100
North Island: \$125
South Island: \$150
*Priced per issue

"I like how easy it is to work with the sales reps. Everyone is quick, efficient and friendly."

- Kate Chambers
Live Nation



Feature Listing Rates

\$150 per event per region

or

\$350 for all four regions

Are you ready...

- To drive more traffic to your website?
- To increase brand awareness for your business?
- To announce your products and/or services?
- To be DIRECTLY in front of potential buyers?

We are ready to expose your business to **THOUSANDS** of Vancouver Island residents and visitors.

Please contact **Kimberly Miller**,
Online Advertising Specialist
for more information or
to book your ad today!

HarbourLiving.ca
Vancouver Island's Events Website

Kimberly Miller

Email: events@harbourliving.ca
Toll Free: 1-877-729-2650 Ext. 252
Cell: 250-739-1131
Website: <http://www.harbourliving.ca>