Advertising Price List

Revised May 1, 2022

Recent generations, who were raised with computers and mobile devices, use mainly online media to meet their information needs. They usually cannot be reached through print publications. So if your business or organization targets goods and services to those under 35, it's essential to have a strong presence on the web.

We have been in the valley for almost twenty years, researching and testing effective ways to reach this market segment through local online media. As a result, we now operate one of the most-visited websites in East Kootenay, catering to both locals and visitors. The proof is in our traffic statistics. You will not find more cost-effective local advertising at any price.

We deliver customers

Our business is eyeballs. If your business or organization serves Columbia Valley residents, or visitors to the area from Alberta or BC, then our readers could be your customers.

For the calendar year 2018 we served 357,323 web pages to 118,275 unique visitors. In the past year (ending June 2019) we appeared in 3 million Google web searches with 116,104 click-throughs.

At the end of June 2019 we had a regular reader base of 22,742 returning visitors, up 24% from the previous year and comprising about 20% of total readers. So that's over 20,000 unique users of our website that we know will visit at least twice a year. They are mostly from East Kootenay, Calgary and Vancouver.
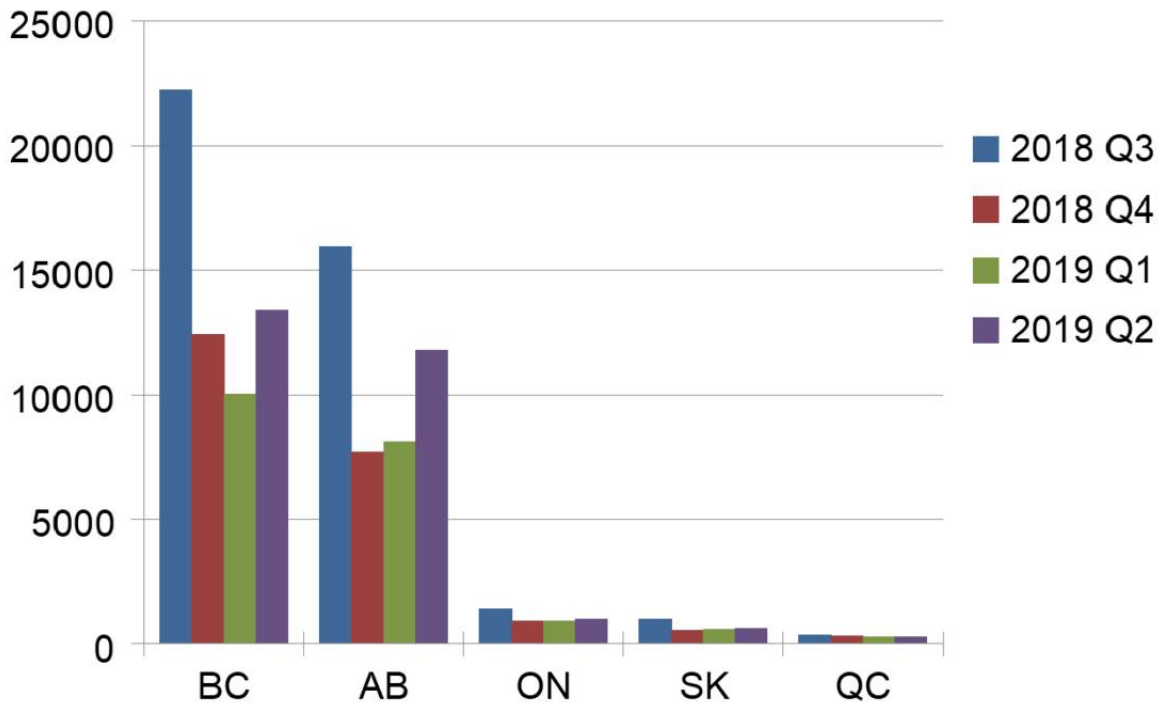
Columbia Valley Tourism Guide

Users per Quarter

Legend: 2016, 2017, 2018, 2019
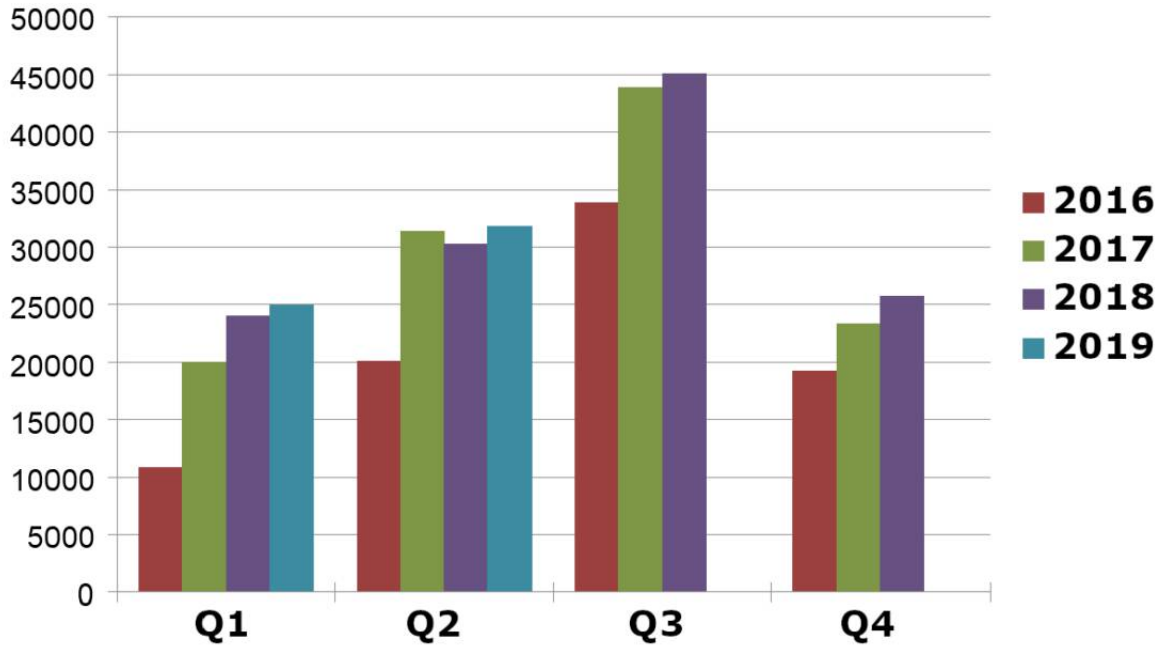
Columbia Valley Tourism Guide

Users - Top 5 Provinces

Legend: 2018 Q3, 2018 Q4, 2019 Q1, 2019 Q2

Visitors are mainly from BC and Alberta

As you can see from the above graph, the majority of visitors to our website come from BC and Alberta. While there is significant traffic from the nearby states of Washington, Idaho and Montana it is comparatively quite light.
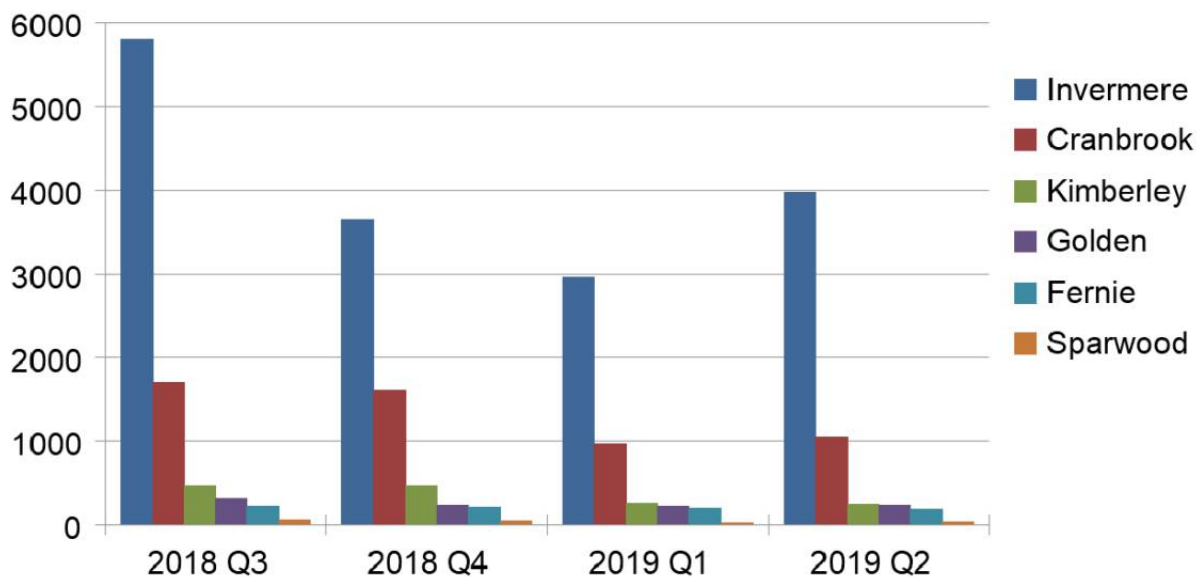
BC visitors are mainly from East Kootenay, followed closely by high traffic from the Vancouver area.

Most East Kootenay users are from the Columbia Valley, but there is a surprising level of interest from the Cranbrook area, as you can see from the first chart below, as well as a significant but much smaller number of users from Golden and the Elk Valley.

Alberta visitors are mainly from Calgary and Edmonton, as shown in the second chart below.
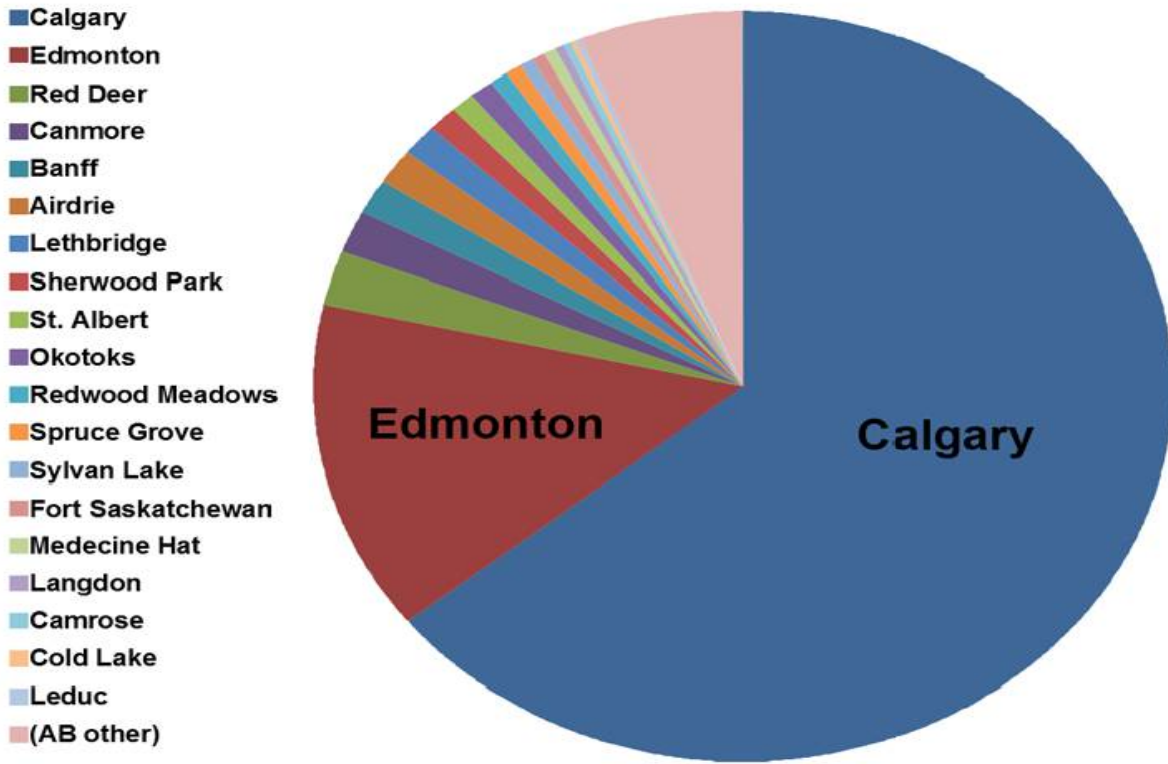
Columbia Valley Tourism Guide

Users - Local Communities

ColumbiaValley.com / Invermere.com
Origin of Alberta Visitors

March, 2017

Legend:
- Calgary
- Edmonton
- Red Deer
- Canmore
- Banff
- Airdrie
- Lethbridge
- Sherwood Park
- St. Albert
- Okotoks
- Redwood Meadows
- Spruce Grove
- Sylvan Lake
- Fort Saskatchewan
- Medecine Hat
- Langdon
- Camrose
- Cold Lake
- Leduc
- (AB other)

Calgary

Edmonton

Mobile-friendly

We are mobile-friendly, so your advertising will reach all device types. In Q3 2017 half of all traffic (49.0%) came from mobile devices. Google is now indexing us as a mobile website. Visitors to the area tend to access our website with mobile devices while they are here.

Legend:
- Mobile
- Desktop
- Tablet
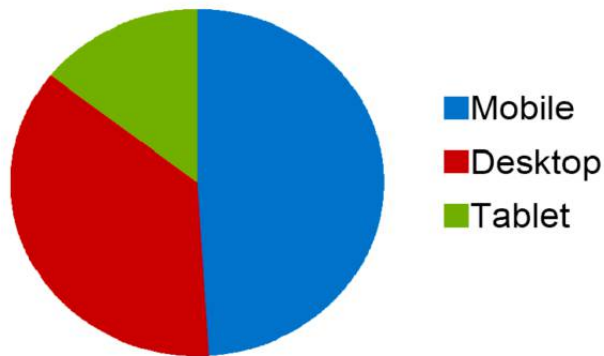
Age demographics

As you can see from the pie chart below, we cover the entire age spectrum fairly uniformly. About a third of readers are under 35.
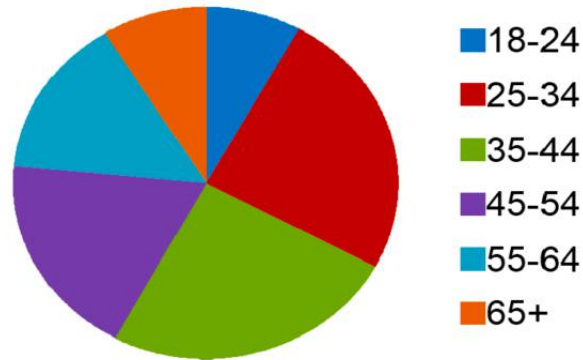
Advertise where you'll be seen.

We all know that the Columbia Valley is Calgary's playground, but how can you reach Calgarians who may be interested in visiting us? They don't see our local print publications or billboards in Calgary. That's why it's so important to advertise online. We already have the attention of 30,000 Calgarian readers who are searching online to plan a visit to the area.

Remember, we deliver customers! Make *Columbia Valley Tourism Guide* a cornerstone of your online marketing strategy. We are the most-visited tourism and recreation website in the Columbia Valley and one of the best in East Kootenay. No other website competes with the exposure that we can give you to both visitors and locals.

Stacey Neumann, our marketing specialist, will be happy to discuss your advertising needs. Just send an email to sales@columbiavalley.com or phone 250-270-0145.

What our advertisers say:

"Bighorn Meadows Resort advertises on several websites and ColumbiaValley.com is by far our top referring site with last month sending over 100 quality visitors to Bighornmeadows.ca that stay on our site and visit multiple pages. ColumbiaValley.com also pops up first for several common search phrases referring to the Columbia Valley, making their site the place to be seen and the go-to site for information.*"*

-- Valerie Bracken, Director of Sales & Marketing, Bighorn Meadows Resort

"It has been a pleasure advertising with ColumbiaValley.com and working with Stacey Neumann and team. The results have been nothing less than spectacular, not only resulting in top placement on Google on their website in a number of searches, but it has also resulted in propelling our website to top placement as well! We have been amazed that we are beating large and longer established suppliers in areas like fertilizer, grass seed, fencing supplies and pet supplies, to name a few, in terms of Google placement!

"Additionally, the level of service provided by Stacey and team is exceptional, always so helpful regarding providing analytics and changes to the information displayed on their website! This has been very helpful in increasing sales drastically in the time we have advertised! We highly recommend advertising with ColumbiaValley.com to anyone looking for increased sales and awareness!"

-- Town & Country Feed & Supply, Invermere

Advertising Packages

	Ultimate Exposure	Platinum Visibility	Business Builder	Super Saver
Price	$799/year	$599/year	$399/year	$99
Payments	4 x $200	3 x $200	2 x $200	
Ads	top banner 1000 x 125, sidebar block 300 x 250	top banner 1000 x 125, sidebar small 160 x 120	sidebar small 160 x 120	
Ad creation	included	included	included	n/a
Feature page	yes	yes	yes	yes
In Business Showcase	yes	yes	yes	yes
Listing priority	1	2	3	4
Logo on listing	yes	yes	yes	yes
Social media links	unlimited	unlimited	1	1
Ad stats	yes	yes	yes	no
Feature page stats	yes	yes	yes	no
Referral stats	yes	yes	yes	no

A note about photos

Please note that we need at least one good photo for your client feature page that is representative of your business or organization. For a retail business please include a photo of the exterior of your location. Photos should be a minimum of 1000 x 500 (larger is better, so that we can crop) and in landscape orientation. If you are not providing your own ads, we will also need a copy of you logo (PNG or TIFF) and a good assortment of images for ad creation.

Ultimate Exposure Package - $799/year (4 installments)

This is our top-of-the-line package. It includes a banner ad, in rotation, at the top of all geographically relevant pages. It also includes a large display block at the top of the sidebar.

- Only $67 a month (minimum one year subscription)
- Includes a 1000 x 125 banner ad on all geographically relevant pages.
- Includes a 300 x 250 display block on most pages.
- Ad creation is included
- Ad stats provided on request
- Business featured in business showcase
- Includes a custom web page (client page) with its own address, separate from the directory
- Directory listing includes business or organization name, logo, street address, phone number, website link, map
- Directory listing displayed before other packages and free listings
- Unlimited social media links
- Feature page and prioritized directory listing do not expire

Platinum Visibility Package - $599/year (3 installments)

- Only $50 a month (minimum one year subscription)
- Includes a 1000 x 125 banner ad on all pages.
- Includes a 160 x 120 small display ad on most pages.
- Ad creation is included
- Ad stats provided on request
- Business featured in business showcase
- Includes a custom web page (client page) with its own address, separate from the directory
- Directory listing includes business or organization name, logo, street address, phone number, website link, map
- Directory listing displayed second in priority, before free listings
- Unlimited social media links
- Feature page and prioritized directory listing do not expire

Business Builder Package - $399/year (2 installments)

- Only $33 a month (minimum one year subscription)
- Includes a 160 x 120 small display ad on most pages.
- Ad creation is included
- Ad stats provided on request
- Business featured in business showcase
- Includes a custom web page (client page) with its own address, separate from the directory
- Directory listing includes business or organization name, logo, street address, phone number, website link, map
- Directory listing displayed third in priority, before free listings
- One social media link
- Feature page and prioritized directory listing do not expire

Super Saver Package - $99 (does not expire)

- No display ad, listing only
- Business featured in business showcase
- Includes a custom web page (client page) with its own address, separate from the directory
- Directory listing includes business or organization name, logo, street address, phone number, website link, map
- Directory listing displayed fourth in priority, before free listings
- One social media link
- Feature page and prioritized directory listing do not expire

Display Advertising

All ads are in rotation, so every ad location is available for new ads. We display an average of around 30,000 pages per month and each page load is individually assigned an ad.

300 x 250 Medium Rectangle

First location: $300/mo, $75/wk
Second location: $200/mo, $50/wk

There are two ad slots this size at the top of the sidebar on most pages. The second location is not used by any package and is only available separately or as part of a custom package. Taller ads are negotiable, at an additional cost.

- Location: top of sidebar
- Available for any term one week or longer
- Subscriptions of 6 months or longer include free ad creation, a feature page and a prioritized directory listing

300 x 125 Small Rectangle - $100/mo, $25/wk

There is one ad slot this size on the sidebarof most pages, immediately following the two 300 x 250 blocks, making this the third ad location on the sidebar. This location is not used by any package and is only available separately or as part of a custom package.

- Location: sidebar, below 300 x 250 blocks
- Available for any term one week or longer
- Subscriptions of 6 months or longer include free ad creation, a feature page and a prioritized directory listing

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