

MUSKOKA



MUSKOKA'S SOURCE FOR BREAKING NEWS
M E D I A K I T

ABOUT US

We are the premier source for breaking news, weather, traffic and events as it happens. When Muskoka411 began on April 11th (411) 2013, the website and social platforms were designed for readers of all ages so it was easy to use and navigate, providing the ability to get important information in real time not hours or days later.

OUR MISSION

The Muskoka411 team works hard each day to bring residents, business owners, and cottagers the best in the business when it comes to digital news coverage. We enjoy being on location and in the community. Let our team be a part of your team right here in the heart of Muskoka and Cottage Country.



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"Happy New Year to the best news team. You keep us well informed and on top of everything important in Muskoka!" - Sue Leith, Social

"Thanks a million for our first night out in eight years. It was a great show and we had a blast" - Bonnie Wuori, Contest Winner

When preparing a plan for a new festival: "Brilliant that totally works for the committee" - Wild Leek Festival, Client



SOME NOTABLE FACTS ABOUT MUSKOKA411:

- The only media outlet in Muskoka with local and cottage country traffic
- The only Muskoka media outlet with a 24 hour, 7 day a week platform
- 30,000+ daily impressions according to Twitter
- 140,000+ post reach according to Facebook.
- The highest followers on Twitter of any Muskoka media outlet
- 6,000+ daily visitors with a balanced audience giving the slight edge to females
- Interviewed Larry King at the cottage

WHY ADVERTISE WITH MUSKOKA411?

- Our ads are smart phone, tablet and computer friendly.
- Internet browser ad blockers do not block our ads.
- Digital advertising drives sale and increases traffic
- Digital advertising is more effective than traditional media
- Digital advertising is essential to reaching your target market



ADVERTISING RATES AND OPPORTUNITIES

Home Page Top Banner	729x90 px	\$295 / Month
Home Page Side Tile	300x250 px	\$250 / Month
Home Page Side Tile	300x250 px	\$250 / Month
Other Page Top Banner	729x90 px	\$275 / Month
Other Page Side Bar	300x250 px	\$225 / Month
Other Page Bottom Banner	729x90 px	\$180 / Month
Local / Cottage Traffic	Facebook and Twitter	Custom rates/time period
Daily 411 Update w/ date, weather & gas price	Every morning on Facebook & Twitter	Custom rates/time period
Sample Program at Events and Festivals	We give out your products & promotional material	Custom rates/time period
Event & Festival Partnership	Support and Advertising	Custom rates/time period
Feature Article	Website & social platforms	\$109
Art Work Creation	We create your art work	Starting at \$100