

# MUSKOKA 411

MUSKOKA'S SOURCE FOR BREAKING NEWS

## DIGITAL MEDIA KIT

**MUSKOKA411.COM IS COMMITTED TO A  
MULTI-PLATFORM DIGITAL FIRST APPROACH  
FOR NEWS, TRAFFIC & WEATHER.**

*"Great local coverage! Faster than anyone."  
Kevin Newman, former CTV News Anchor*

**HERE, THERE AND EVERYWHERE IN THE  
BEST PLACE ON EARTH: MUSKOKA**

[WWW.MUSKOKA411.COM](http://WWW.MUSKOKA411.COM)



# WHO WE ARE

Our content includes:



**BREAKING NEWS**



**TRAFFIC**



**WEATHER**



**EVENTS**



**PHOTO JOURNALISM**



**IMPACT ISSUES**



**IN DEPTH  
COVERAGE**



**INVESTIGATIVE  
REPORTING**

*“You guys were real helpful during that storm!”*

*Scott Wilson, Centre, Florida Panthers, NHL*

Members of ***The National News Media Council*** and ***The Canadian Association of Journalists***.

**nnc** National  
NewsMedia  
Council

**caj** THE CANADIAN  
ASSOCIATION OF  
JOURNALISTS  
L'ASSOCIATION  
CANADIENNE DES  
JOURNALISTES



THE **MOST WEB  
AND SOCIAL  
TRAFFIC** OF  
ANY COTTAGE  
COUNTRY  
WEBSITE

**500,000+**  
UNIQUE VISITORS  
PER MONTH

**1.5 MILLION**  
IMPRESSIONS  
MONTHLY.

THE ONLY  
MUSKOKA  
MEDIA OUTLET  
WITH **24 HR,  
7-DAY A WEEK  
PLATFORMS**

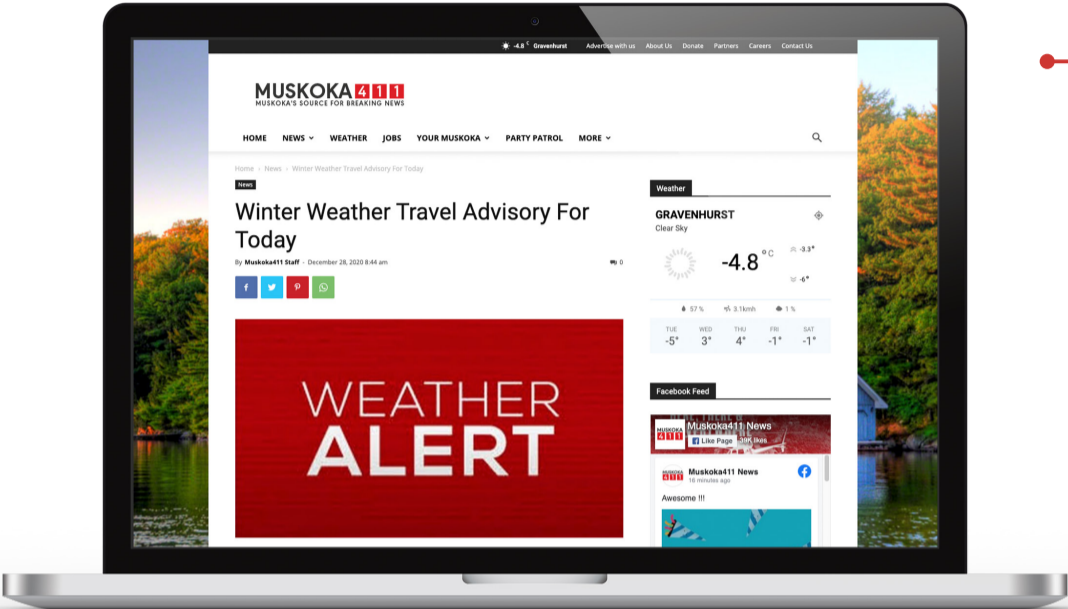
## WHO WE REACH



- LOCALS
- COTTAGERS
- BUSINESS OWNERS
- TOURISTS
- CELEBRITIES

# OUR PLATFORMS

**INTEGRATED MARKETING:** Offering multi-platform solutions to build awareness and understanding around your brand, and the products or services that you offer.



## WEBSITE

Muskoka411 offers a wide variety of advertising opportunities across display banners, section sponsorships, sponsored content and contesting/giveaways.

## SOCIAL MEDIA EXTENSION

Sponsored posts are available across all of our social channels:



**INSTAGRAM**  
16.6 K Followers

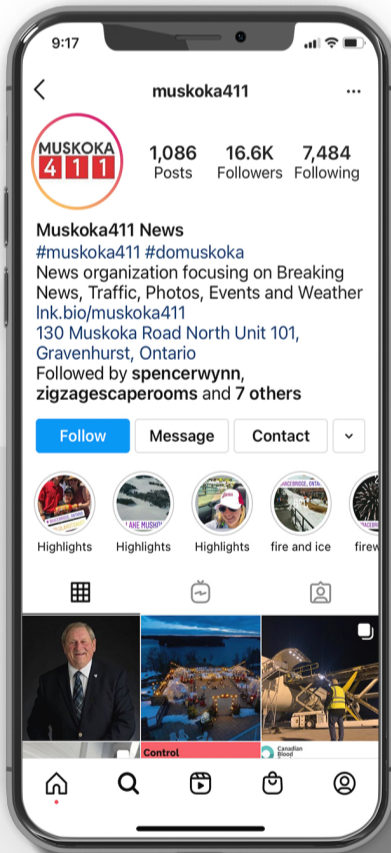


**FACEBOOK**  
43.6 K Followers



**TWITTER**  
22.4 K Followers

@muskoka411



## AUDIENCE EXTENSION

Love our audience? Contact us about our audience extension opportunities.

# RATES

## STANDARD BANNERS

AD SIZE	\$CPM
Big Box, 300x250	\$30
Leaderboard, 728x90	\$34
Billboard, 970x250	\$45
Half Page, 300x600	\$40
Mobile Banner, 320x50	\$30



## HIGH IMPACT

### HOMEPAGE TAKE-OVER

**\$3500/Day**

Top Leaderboard  
Top 3 big box positions  
Wallpaper

### SECTION SPONSORSHIP

**\$5000/Week**

Site-wrap  
Top Leaderboard  
Top big box position

# PRODUCTION SPECS

## DIGITAL BANNERS

AD SIZE	DIMENSIONS (PIXELS)	FILE WEIGHT	FILE TYPE
Big Box	300x250	150kb	HTML5, JPG, GIF
Leaderboard	728x90	150kb	HTML5, JPG
Billboard	970x250	150kb	HTML5, JPG
Skyscraper	160x600	150kb	HTML5, JPG
Mobile 1	300x50	100kb	HTML5, JPG
Mobile 2	320x50	100kb	HTML5, JPG

Reference IAB Standard specs for more details:  
<https://www.iab.com/guidelines/iab-new-ad-portfolio/>

## SPONSORED CONTENT



- **Feature article on site - \$1000**
- **Feature article on site, written by Muskoka411 - \$1300**
- Muskoka411 reserves the right to edit or reject content to align with editorial style and ensure accuracy.
- **ALL PRICING IS PRE-TAX**



# AUDIENCE INSIGHTS

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67%



31%



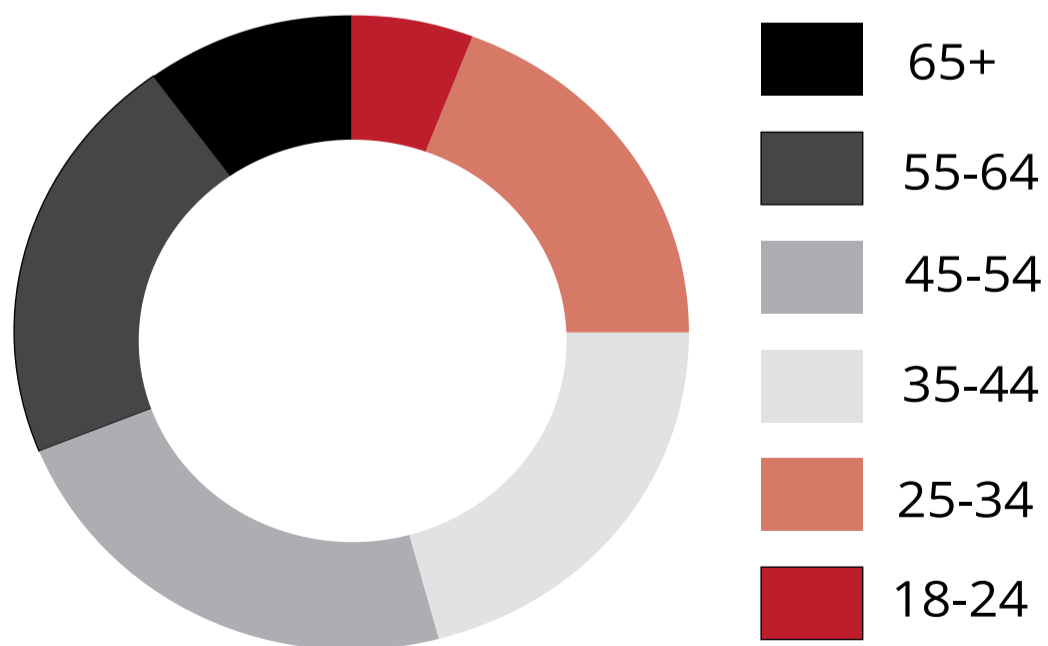
## OTHER OPPORTUNITIES

Sampling, social extension and custom executions also available, call for pricing.



## AGE DEMOGRAPHIC

Our audiences age demographic is predominately between 45-54, with 35-44 and 55-64 close behind.



## REGIONS

**47%**  
MUSKOKA

**45%**  
GTA

**3%**  
SUDBURY

**5%**  
OTHER

# ADVERTISING SALES

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TO LEARN MORE ABOUT HOW MUSKOKA411'S  
ADVERTISING CAN HELP BUILD YOUR BRAND  
AND BUSINESS REACH OUT TO:

**NEIL EWEN**

Director of Media Sales

416-419-5311  
NEIL@TITUS.ONE

