

# 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**

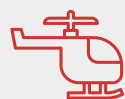
[WWW.MUSKOKA411.COM](http://WWW.MUSKOKA411.COM)





# 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**

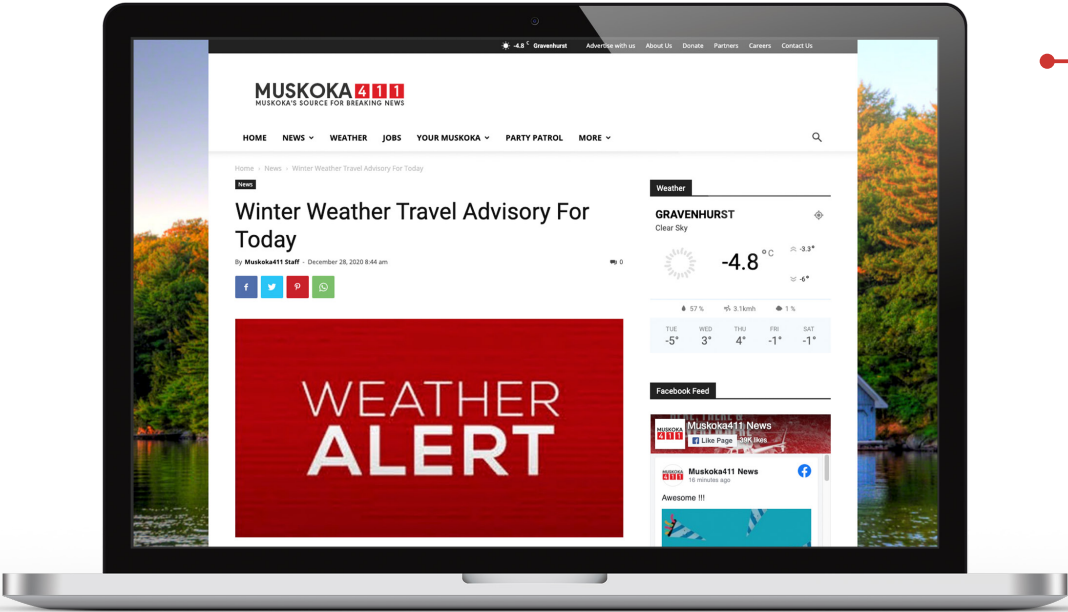
## WHO WE REACH



- 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

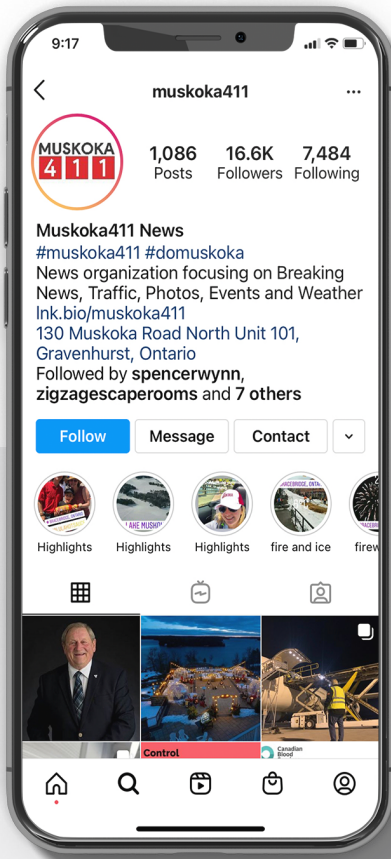


**FACEBOOK**  
43.6 K Followers



**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**
- one year flight/expiry and open to renewal
- 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

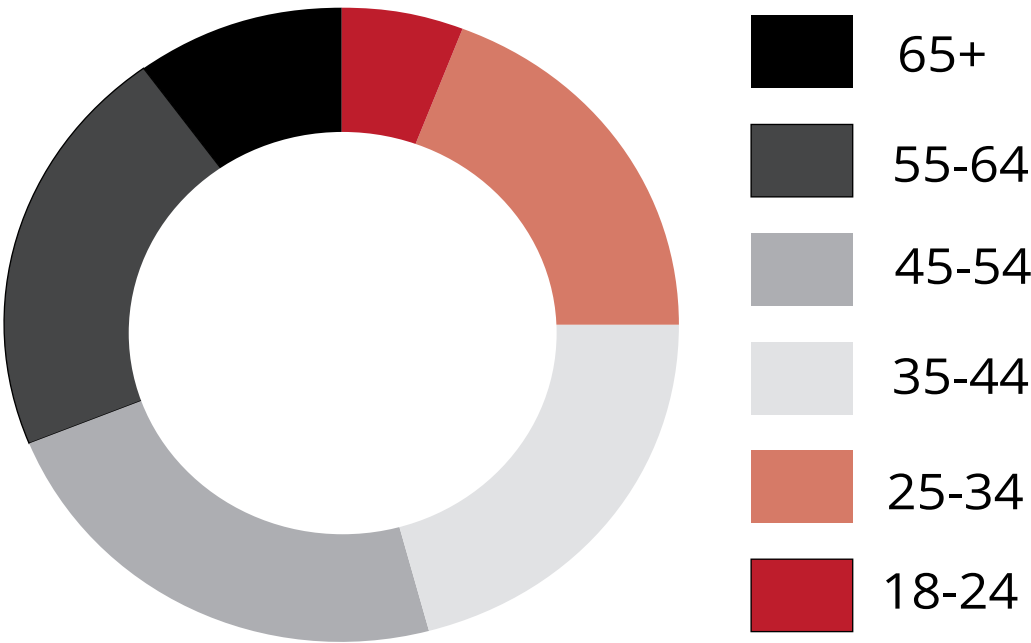
Sampling, social extension and custom executions also available, call for pricing.





## 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:

**PAUL KNIGHT**

Sales Coordinator

905-749-1195

PAUL@TITUS.ONE

