



## → INQUIRIES AND SALES

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## BEYOND ROBSON MEDIA KIT

### → WHO IS BEYOND ROBSON?

Beyond Robson is a web site about Vancouver culture with a core focus on the arts, music, film, fashion and food. The site features regular content, updated multiple times daily.

Beyond Robson is published by Freshdaily.ca, Canada's source for hyper-local culture.

### → WHO DO WE REACH?

Beyond Robson's core audience is 20-35 year old men and women living in Vancouver looking to engage with the city; find out what's happening; what to do, where to eat and what to see.

### → 4 THINGS YOU SHOULD KNOW ABOUT BEYOND ROBSON

- 1. A targeted and influential demographic** – Blog and social media readers are influencers. Beyond Robson helps our readers be in the know about what's happening in Vancouver.
- 2. A growing audience** – Beyond Robson attracts more than 40,000 unique visitors a month and realizes approximately 90,000 page views. Each month our web traffic continues to go up. Be sure to check with us for the latest web traffic.
- 3. Premium and innovative ad placement** – We offer advertisers premium ad placement. Our banners appear within highly visible positions above the fold or within the main content areas. Ask us about other high impact placements such as the top image takeover and category sponsorship.
- 4. Advertising with options** – Our sophisticated ad delivery solution offers targeting options based on day of the week, time, browser, O/S, frequency capping and more. Our reporting system allows advertisers to track impressions in real-time. We also support third-party tags including DART.

### → RATE CARD AND SPECIFICATIONS

#### Placements and Rates

Top banner ad 300x250: \$10 CPM  
In content banner ad 300x250: \$6 CPM  
In content banner ad 728x90: \$5 CPM

#### Delivery Methods

All creative should be emailed to tim@freshdaily.ca

#### Specifications

All banner ads must be Flash (.swf) or GIF. The file size limit is 40K. For higher K files, we accept third-party tags only. (Motif, Eyeblaster etc.)

#### Booking and Material Deadlines

Booking of ads should be made and material should be delivered at least two business days prior to the start of a campaign. Allow more time to ensure inventory availability.

### → LOOKING FOR NATIONAL REACH?

Beyond Robson is a member of the Freshdaily network, Canada's source for hyper-local culture. Other Freshdaily sites include blogto.com in Toronto and midnightpoutine.ca in Montreal. If you're looking to extend your campaign to these cities just let us know.