



Website Advertising 2024



ABOUT WEST COAST CURATED

West Coast Curated brings together the most innovative, original, and thought-provoking arts and cultural happenings on the West Coast of British Columbia.

West Coast Curated is an initiative to holistically promote the arts and culture scenes in Metro Vancouver communities and Whistler as a driver of tourism.



OBJECTIVES OF THE WEST COAST CURATED PROJECT



Promote the Lower Mainland's arts and culture offerings to visitors



Encourage visitors to explore beyond downtown Vancouver



Position arts exhibits and events as a reason to visit right now



Inspire locals to visit arts events in neighbouring communities

KEY STATS



240,000+
YEARLY WEBSITE
PAGEVIEWS



349K+
AVERAGE MONTHLY
SOCIAL MEDIA IMPRESSIONS



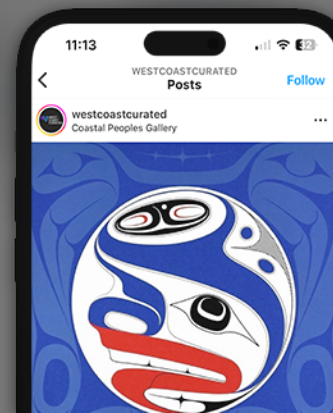
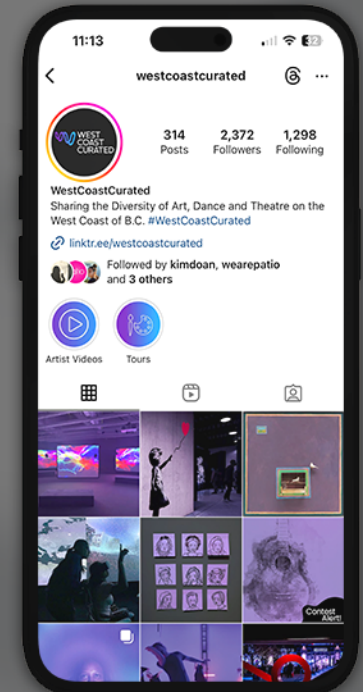
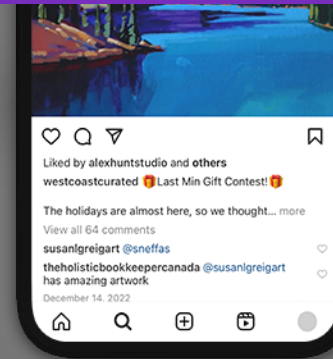
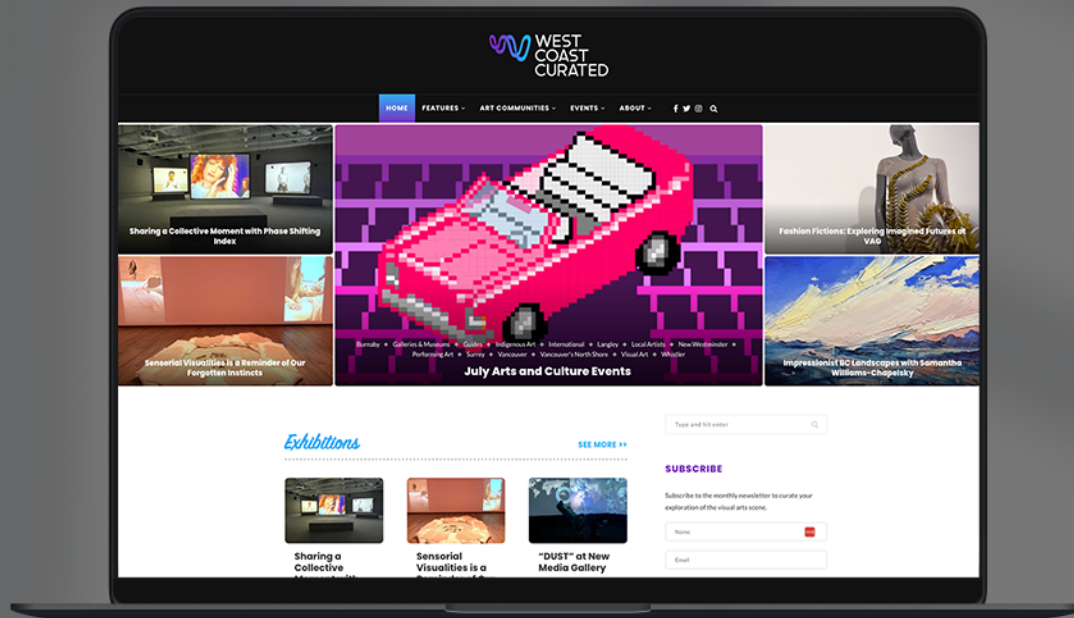
10,000+
SOCIAL FOLLOWERS



3.2%
AVERAGE
ENGAGEMENT RATE

GEORGRAPHIC TARGET MARKETS

British Columbia
Alberta
Washington State



ONE YEAR AD PACKAGES



FULL PACKAGE ————— \$2,200

- ✓ 1 year ad on homepage, right column
- ✓ 6 blog posts
- ✓ Blog posts posted to social channels and boosted on Meta platforms
- ✓ 3 additional social media posts on Facebook or Instagram Stories
- ✓ 3 newsletter inclusions with opportunity for a discount code

DISPLAY & SOCIAL ————— \$1,800

- ✓ 1 year ad on homepage, right column
- ✓ 6 social media posts on Facebook or Instagram Stories
- ✓ 1 newsletter inclusion with opportunity for a discount code

DISPLAY ONLY ————— \$900

- ✓ 1 year ad on homepage, right column

THREE MONTHS AD PACKAGES



FULL PACKAGE ————— \$1,050

- ✓ 3 month ad on homepage, right column
- ✓ 1 blog post
- ✓ Blog posted to social media channels and boosted on Meta platforms
- ✓ 3 social media posts on Facebook or Instagram Stories
- ✓ 1 newsletter inclusion with opportunity for a discount code

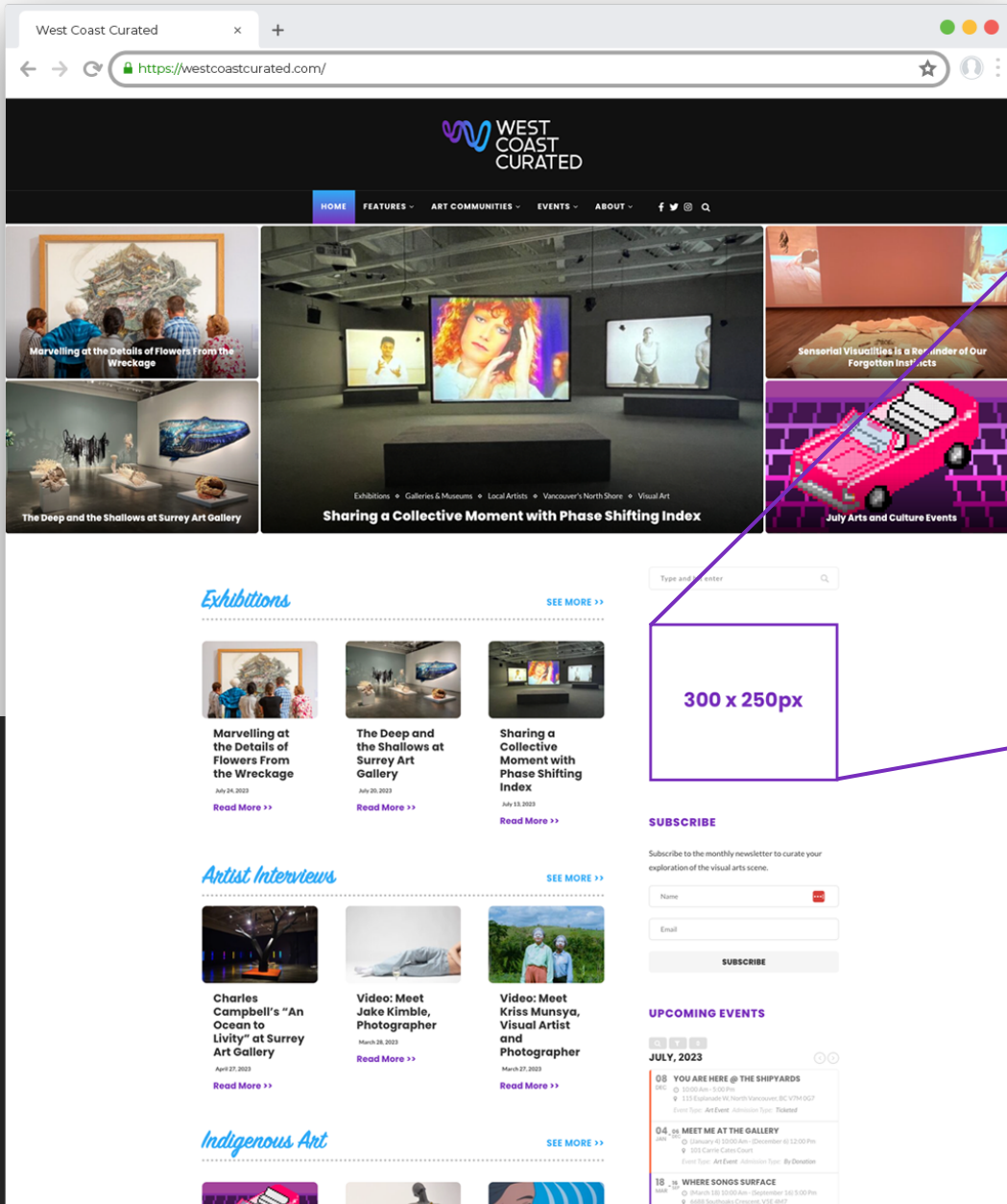
DISPLAY & SOCIAL ————— \$800

- ✓ 3 month ad on homepage, right column
- ✓ 3 social media posts on Facebook or Instagram Stories
- ✓ 1 newsletter inclusion with opportunity for a discount code

DISPLAY ONLY ————— \$300

- ✓ 3 month ad on homepage, right column

ADVERTISING SPECIFICATIONS

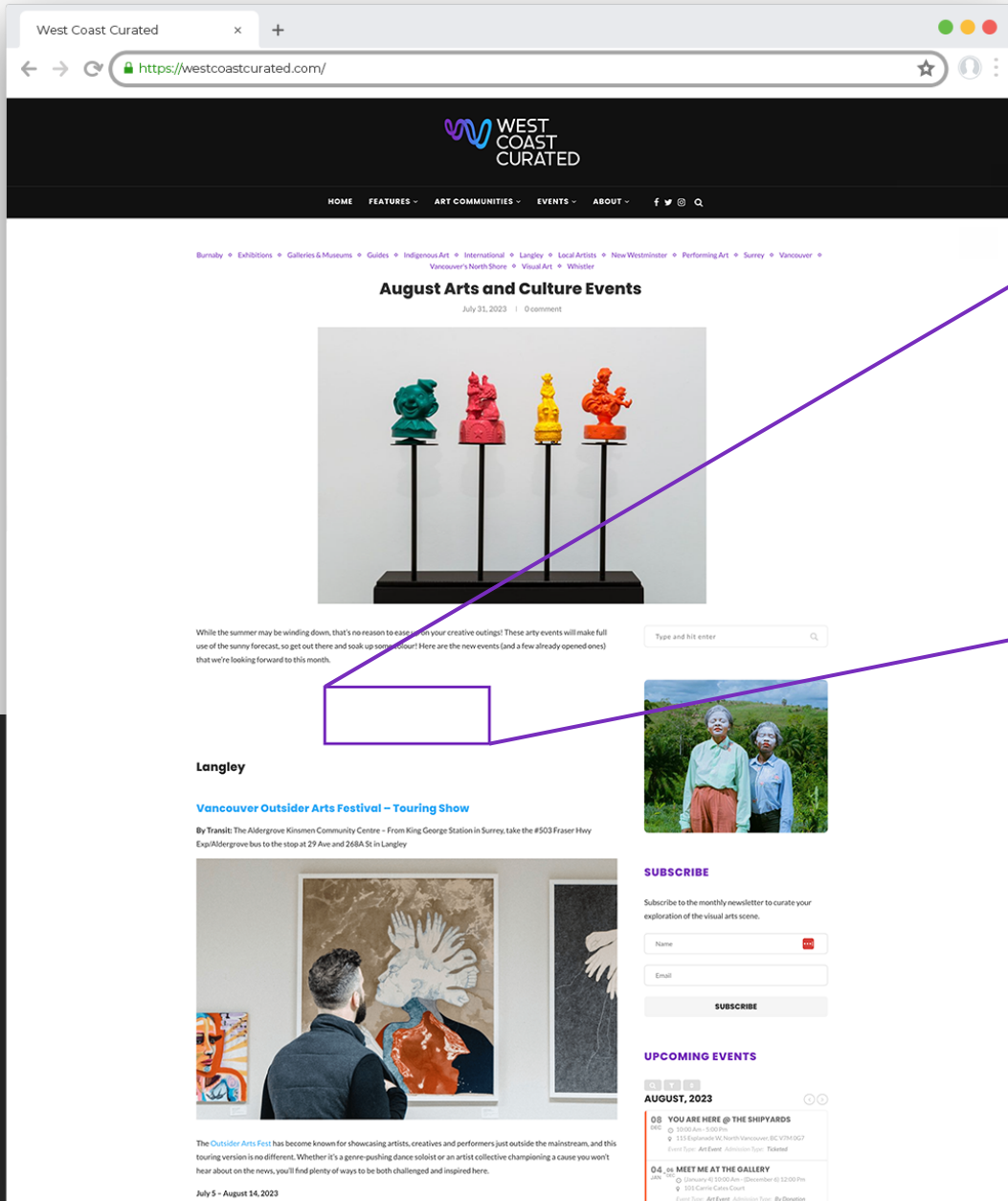


600 x 500px

Allowed formats:
png, jpg, gif

300 x 250px

ADVERTISING SPECIFICATIONS



600 x 200px

Allowed formats:
png, jpg, gif