



# 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. The project is a collaboration with Destination BC and destination marketing organizations from the communities of Vancouver, Whistler, Vancouver's North Shore (the City of North Vancouver, District of North Vancouver and West Vancouver), Burnaby, New Westminster and Langley.



## 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

## WEBSITE MONTHLY STATS



**16K+**  
AVERAGE MONTHLY  
SESSIONS



**3M+**  
AVERAGE MONTHLY  
SOCIAL MEDIA IMPRESSIONS



**12,553+**  
SOCIAL MEDIA  
FOLLOWERS



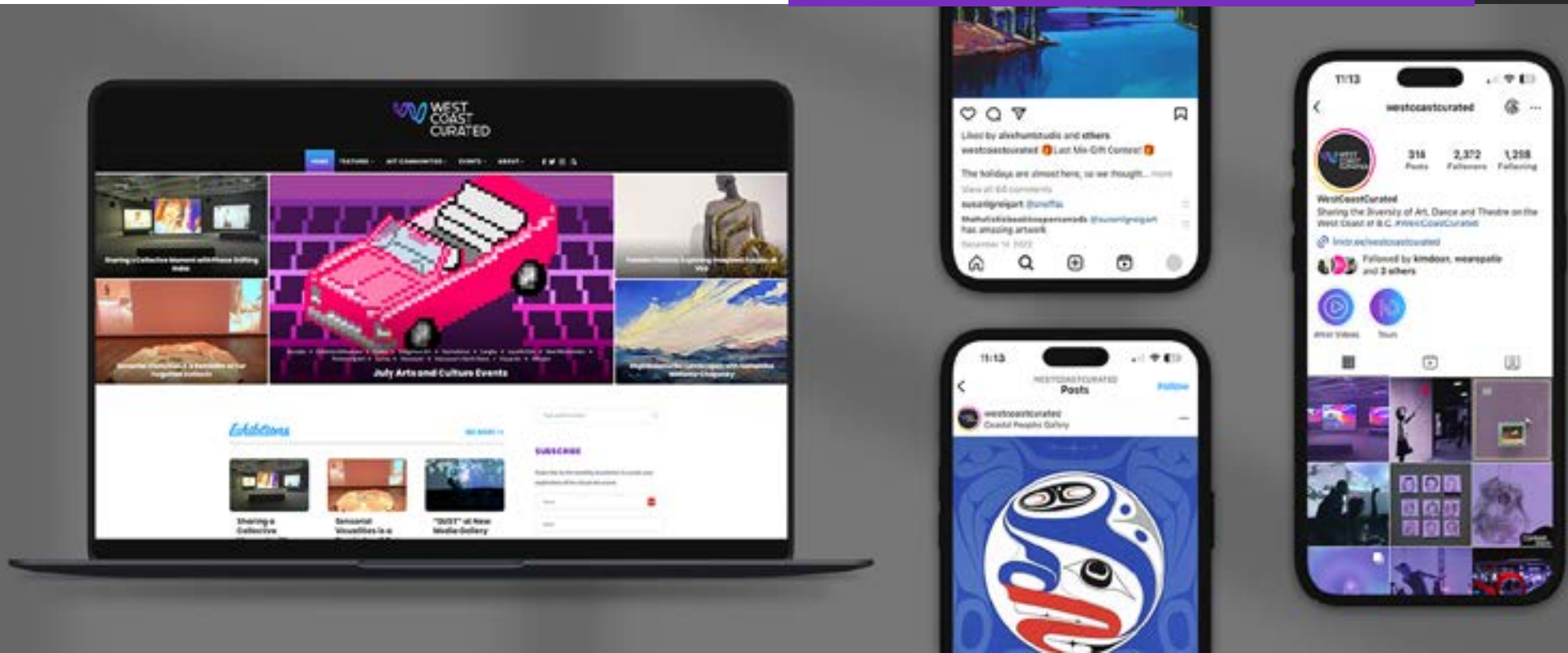
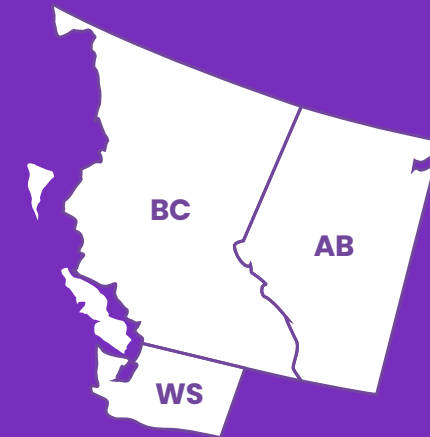
**2.8%**  
AVERAGE  
ENGAGEMENT RATE

## 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

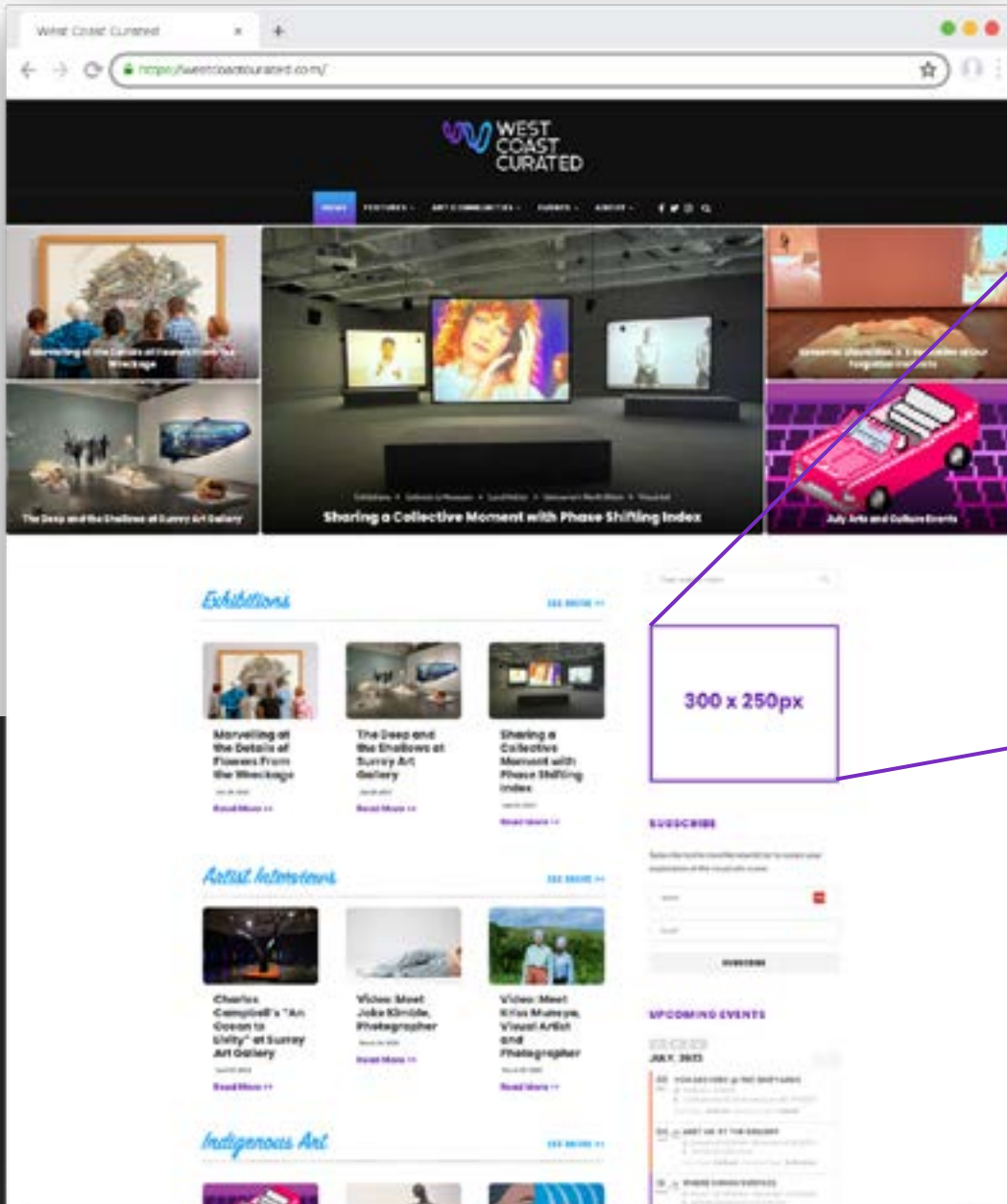
## DISPLAY & SOCIAL ————— \$800

- ✓ 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

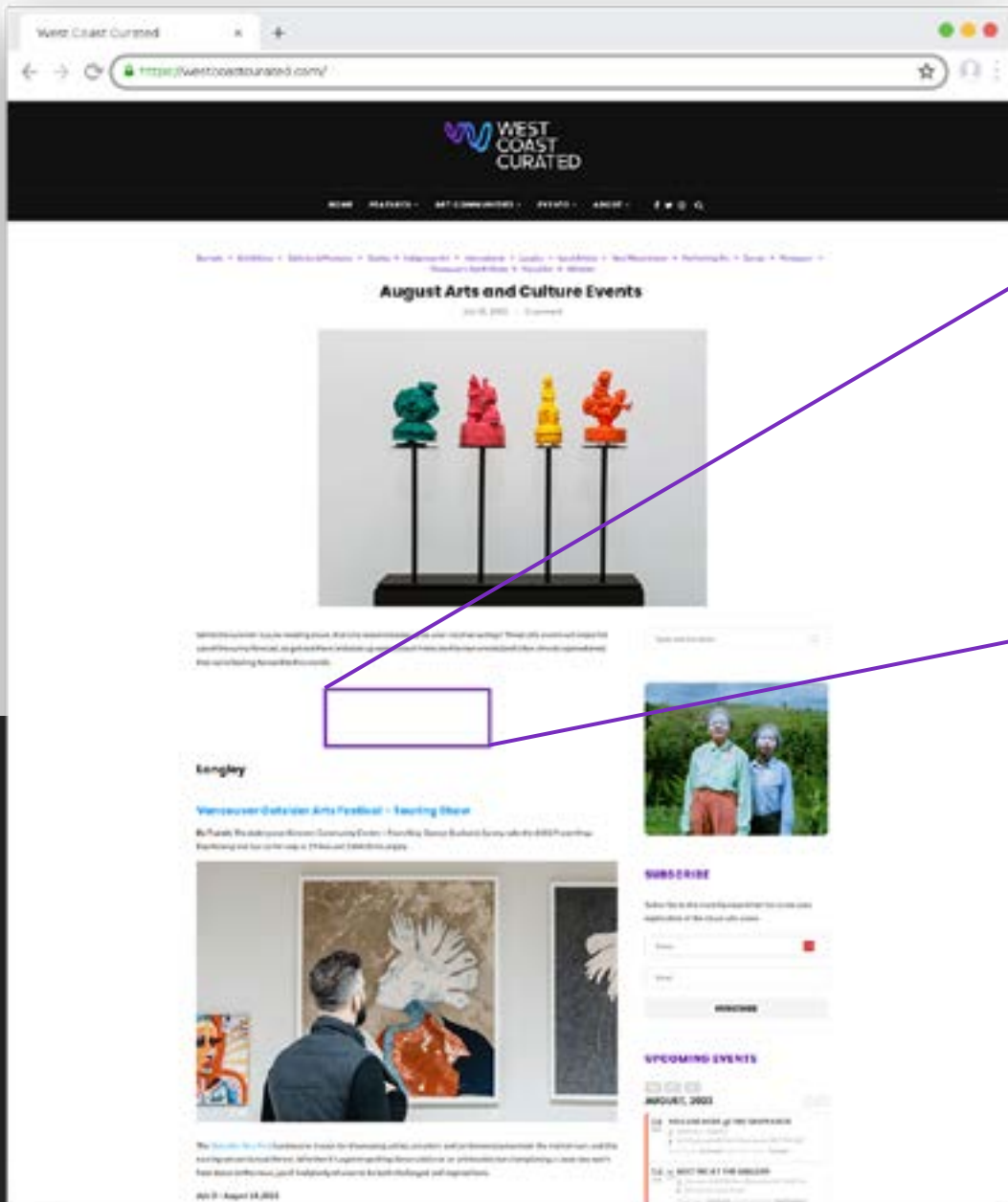


**600 x 500px**

Allowed formats:  
**png, jpg, gif**

**300 x 250px**

## ADVERTISING SPECIFICATIONS



**600 x 200px**

Allowed formats:  
**png, jpg, gif**