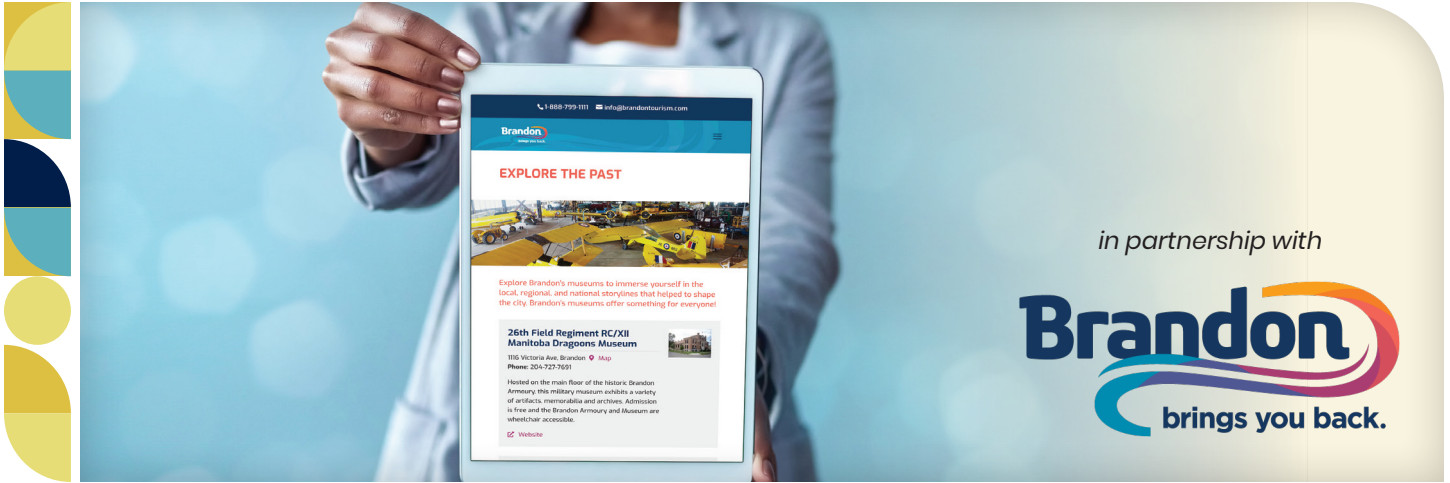


BRANDONTOURISM.com

online advertising



Turn website visitors into customers IRL.

BrandonTourism.com is Brandon's official tourism website, connecting visitors to Brandon with information and offers to make their stay memorable!

Advertising on BrandonTourism.com is a great way to get your business, event or special offer in front of potential customers while they make plans to visit the city.

The website has proven popular with users since it was relaunched in February 2022. Over **38,000 visitors** and over **100,000 page views** have been recorded during the site's first 10 months of operation.

Brandon Tourism continues to add new and engaging content to drive visitors and page views. The activities, attractions and events sections of the site have proven very popular with visitors.

Act now! Contact your Leech Group sales consultant today to secure a prime ad position.



digital media

601 Braecrest Drive • Brandon, Manitoba • R7C 1B1
P: 204.728.3037 • **TF:** 888.756.4433
E: info@leechgroup.com • leechgroup.com

MONTHLY ADVERTISING RATES

- **Design included.** We'll create your ad for you at no additional cost, and provide a proof for approval.
- **Ad swap-out.** To display varying ad content during the span of the ad buy, ad swap-outs are available at \$40.00 each*.

Home Page (Horizontal 4x1)*

1x	2x	3x	6x	12x
\$250/mo	—	\$175/mo	\$150/mo	\$125/mo

Section Page (Tile 1x1)*

1x	2x	3x	6x	12x
\$250/mo	—	\$175/mo	\$150/mo	\$125/mo

Packages + Deals (Package Feature)*

1x	2x	3x	6x	12x
\$250/mo	\$225/mo	\$200/mo	\$175/mo	\$150/mo

Inside Page (Tile 1x1)*

1x	2x	3x	6x	12x
—	—	\$150/mo	\$125/mo	\$100/mo

Email Campaign*

1x	2x	3x	6x	12x
\$100/mo	—	—	—	—

*Rate is for a single ad displayed for the entire timeframe indicated. Applicable taxes are extra. Rates and specs subject to change.

online advertising

ad specs

- **Flexible size ads.** We use the Internet Advertising Bureau (IAB) of Canada's Flexible Size Ad specifications for the majority of our ads. The final display size of an ad (i.e. its pixel dimensions) will differ based on the viewing device.
- **Acceptable file formats.** JPG, GIF and HTML5 formats are accepted for most ads (see below). Single frame ads should be supplied as JPGs. Animated ads can be supplied in GIF and HTML5 formats. Maximum file sizes and load times are provided below.
- **Animation** is moving images or other rich experiences, usually without the use of video files. Length of animation must not exceed 15 seconds. No looping beyond 15 seconds is allowed. Animation is recommended to be part of subload. JavaScript used for animation must be executed as asynchronous load and CSS used must be inline. **Flashing, high contrast, fast moving and bright colour animations are not acceptable.**
- **Acceptable ad content.** Ads must be directed at a general audience. Ads containing restricted content (e.g. tobacco or cannabis) or adult content will NOT be accepted. The appearance of any ad, offer or promotion is at the sole discretion of Brandon Tourism, whose decision is final.
- **Ad link.** Advertisers must provide an external website to which each online ad will be linked.
- **Packages + Deals.** Advertiser will be required to complete an online form to provide all details of their offer including a detailed description, applicable offer dates, expiry date, terms + conditions, and external website link (for additional offer details). Details may be edited for length and clarity.

page	size	placement	max ad dimensions ¹	initial load ²	Subload ³
Home Page	Horizontal 4x1	Two available locations – Bottom of "Start Exploring" and "Stay + Play" areas. Each spot displaying up to two ads in rotation.	2 versions required: 1800 x 450 for desktop and 800 x 800 for mobile. JPG, GIF or HTML 5.	250 kb	500 kb
Section Page (Do, See, Culture, Dine, Events, Stay, Plan)	Tile 1x1	Integrated into content tiles; Up to three ad positions per page displaying one ad per position.	800 x 800 JPG, GIF or HTML 5.	250 kb	500 kb
Home Page and Packages + Deals	Package Feature	In the "Stay + Play" section of the Home Page (and repeated on the Packages + Deals page).	800 x 600 JPG only. No animation.	150 kb	300 kb
Inside Pages (any subpage of a Section Page)	Tile 1x1	One spot per page displaying up to three ads in rotation. Desktop: In the right-hand page sidebar, below the navigation items. Mobile: Inline	800 x 800 JPG, GIF or HTML 5.	250 kb	500 kb
Email Ad ⁴	Email Campaigns	Bottom of email content; up to three spots available per email campaign	600 x 200 JPG only. No animation.	n/a	n/a

1. Display size in pixels (width x height). The ad should be created at this size.

2. Includes all assets and files necessary for completing first visual display of the ad.

For static ads, this is the maximum file size of the JPG file.

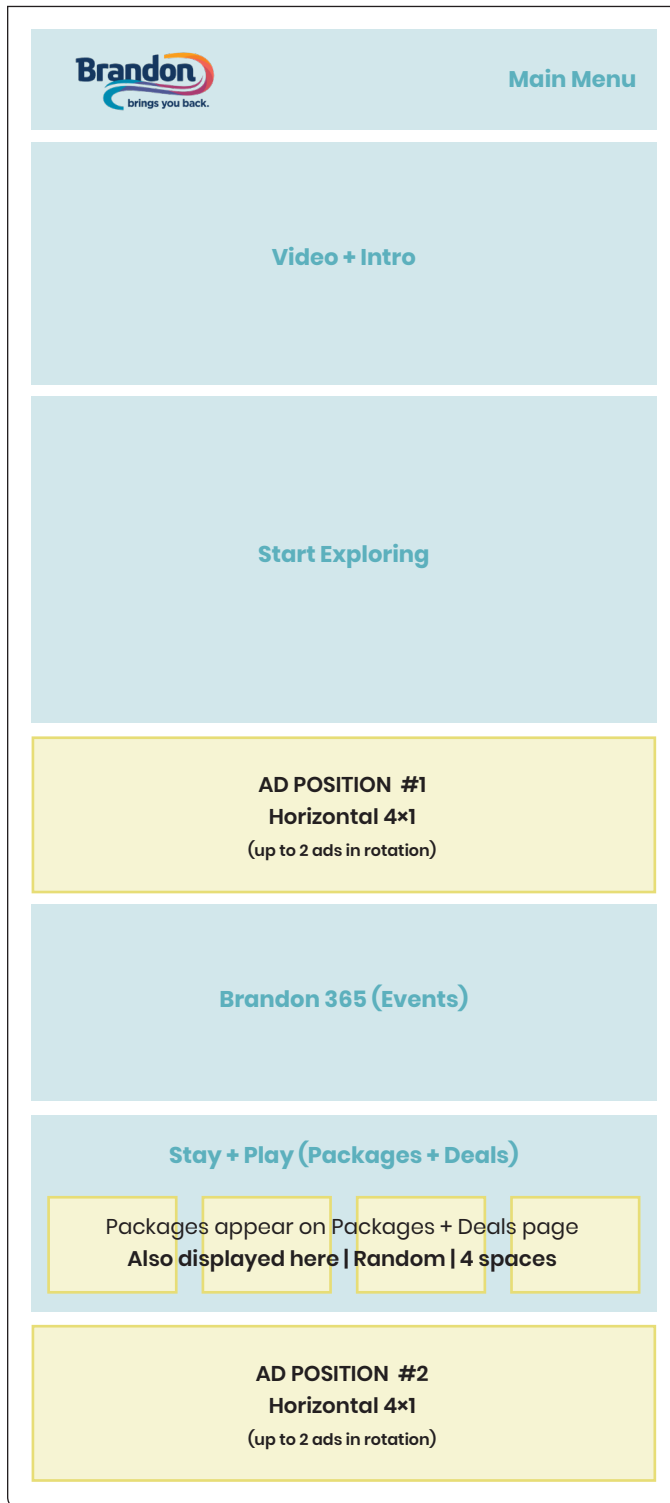
3. Additional file weight an ad can load in addition to initial load.

4. Only static JPG ads are accepted for email placement.

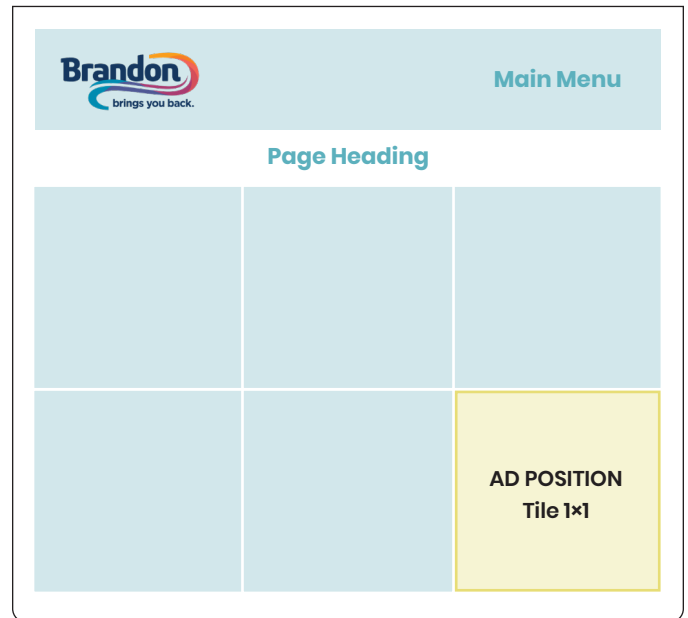
online advertising

ad placements

Home Page



Section Page



Inside Page

