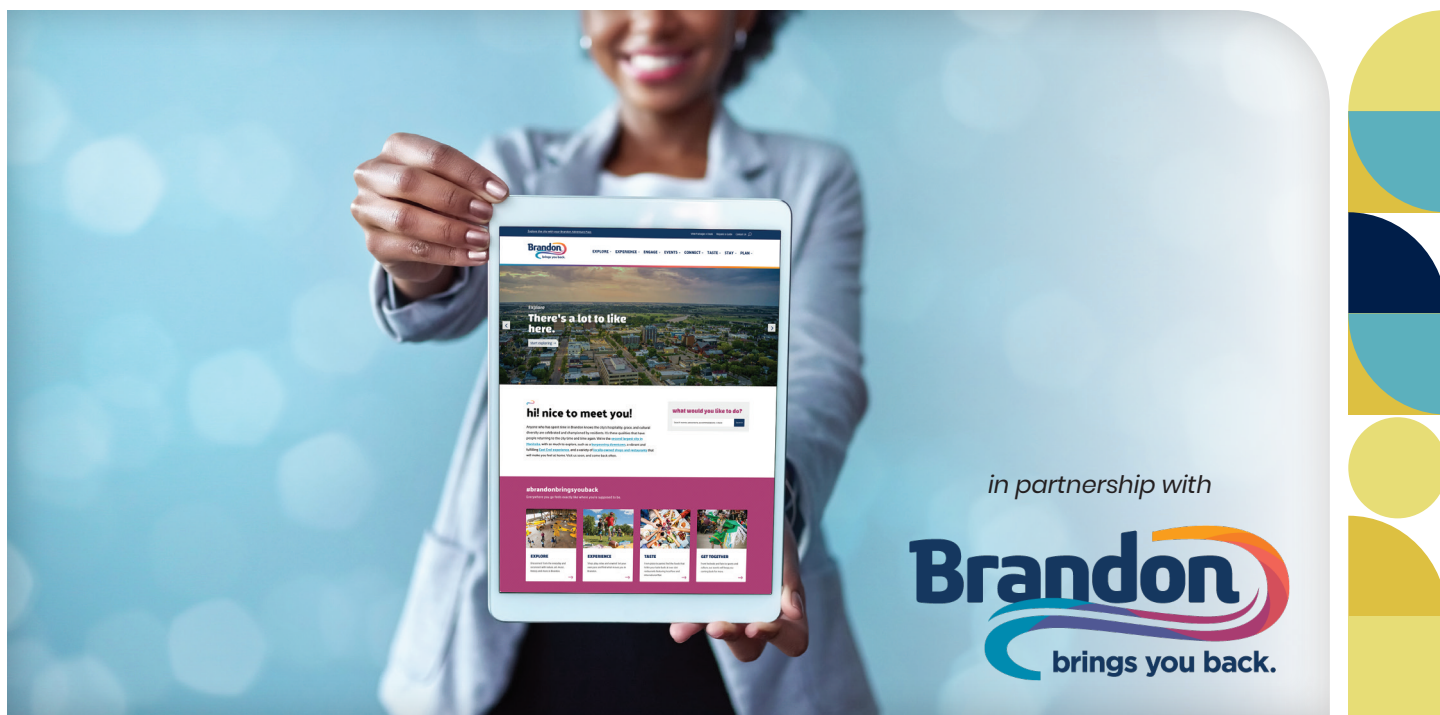




## Turn website visitors into customer IRL.

Want to reach thousands of potential customers planning their trip to Brandon?

**BrandonTourism.com** is the official tourism hub for our city, and it's where visitors go to find things to do, places to stay, and great deals. By advertising your business, event, or special offer on our site, you can get directly in front of a highly engaged audience while they're making their travel plans.

With an average of **10,650 visitors per month\*** and **359,000 page views annually\***, brandontourism.com is a powerful platform. You can also connect with over 650 email subscribers through Brandon Tourism's bi-monthly email campaigns, which boast an impressive average open rate of 57%.

We're always adding fresh, exciting content to attract new visitors. Our sections on activities, attractions, and events are especially popular, proving that people are actively looking for things to experience in Brandon.

\* For the period August 1, 2024 to July 31, 2025.

### MONTHLY ADVERTISING RATES

- **Design and setup included.**
- **Update your ad design** once every 2 months at no additional cost. Additional swaps \$40 each.

#### Home Page – Position 1 (Horizontal 3x1)\*

| 1 mo.       | 3 mo.       | 6 mo.       | 12 mo.      |
|-------------|-------------|-------------|-------------|
| \$350 / mo. | \$275 / mo. | \$250 / mo. | \$225 / mo. |

#### Home Page – Position 2 (Horizontal 4x1)\*

| 1 mo.       | 3 mo.       | 6 mo.       | 12 mo.      |
|-------------|-------------|-------------|-------------|
| \$250 / mo. | \$175 / mo. | \$150 / mo. | \$125 / mo. |

#### Section Page (Horizontal 4x1)\*

| 1 mo.       | 3 mo.       | 6 mo.       | 12 mo.      |
|-------------|-------------|-------------|-------------|
| \$250 / mo. | \$175 / mo. | \$150 / mo. | \$125 / mo. |

#### Inside Page (Horizontal 4x1)\*

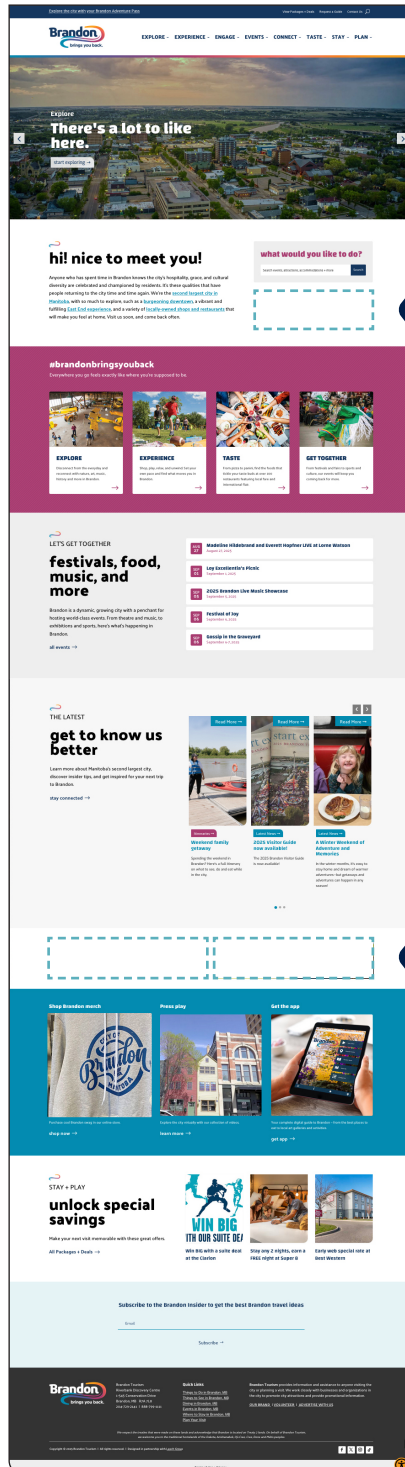
| 1 mo.       | 3 mo.       | 6 mo.       | 12 mo.      |
|-------------|-------------|-------------|-------------|
| \$175 / mo. | \$150 / mo. | \$125 / mo. | \$100 / mo. |

**Brandon Tourism E-Newsletter** – \$150 per edition

\* Applicable taxes extra. Rates and specs subject to change.

## online ad positions

## Home Page



HOME PAGE  
AD POSITION 1  
Horizontal 3x1

SECTION PAGE  
AD POSITION  
Horizontal 4x1  
(2 spaces)

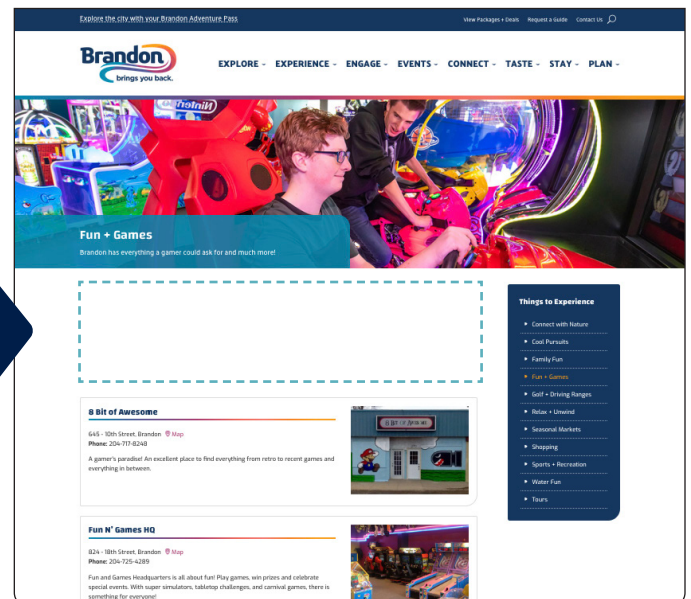
HOME PAGE  
AD POSITION 2  
Horizontal 4x1  
(2 spaces)

INSIDE PAGE  
AD POSITION  
Horizontal 4x1

## Section Page



## Inside Page



## ad design, size, and setup specifications



- **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 targetted to 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 a URL to which each ad will be linked.

| page                                                                         | size           | placement                                                                                                | max ad dimensions <sup>1</sup>                                                                            | initial load <sup>2</sup> | Subload <sup>3</sup> |
|------------------------------------------------------------------------------|----------------|----------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------|---------------------------|----------------------|
| Home Page<br>(Position 1)                                                    | Horizontal 3×1 | One available space — bottom of page intro.                                                              | 2 versions required:<br>1350 × 450 for desktop<br>and 800 × 800 for mobile.<br><b>JPG, GIF or HTML 5.</b> | 250 kb                    | 500 kb               |
| Home Page<br>(Position 2)                                                    | Horizontal 4×1 | Two available spaces — below "The Latest" section, with each space displaying up to two ads in rotation. | 2 versions required:<br>1800 × 450 for desktop<br>and 800 × 800 for mobile.<br><b>JPG, GIF or HTML 5.</b> | 250 kb                    | 500 kb               |
| Section Pages<br>(Explore, Experience, Engage, Events, Connect, Taste, Stay) | Horizontal 4×1 | Two available spaces — below news section, with each space displaying up to two ads in rotation.         | 2 versions required:<br>1800 × 450 for desktop<br>and 800 × 800 for mobile.<br><b>JPG, GIF or HTML 5.</b> | 250 kb                    | 500 kb               |
| Inside Pages<br>(any subpage of a Section Page)                              | Horizontal 4×1 | One available space — immediately below page header, displaying up to three ads in rotation.             | 2 versions required:<br>1800 × 450 for desktop<br>and 800 × 800 for mobile.<br><b>JPG, GIF or HTML 5.</b> | 250 kb                    | 500 kb               |
| Brandon Tourism<br>E-Newsletter Ad <sup>4</sup>                              | Horizontal 3×1 | Bottom of email content; up to three spots available per email campaign                                  | 600 × 200<br><b>JPG only.</b><br><b>No animation.</b>                                                     | 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.