

ADVERTISING RATE CARD



Why Advertise in MyCommunityCalendar.ca?

It is a well-known fact that active people purchase more and more often! They simply are out in the community more frequently and are therefore exposed to more local marketing. We offer digital advertising opportunities through banner ads linked to your web site to effectively drive qualified customers to your website or event. Here are some fast facts about our service and your opportunity.

Fast Facts

- An average of 55 English and French events and activities are listed each day.
- We have 6500 average monthly users and they view 14,000 events and activities each month.
- The top Internet web browser used to access our calendar is Chrome at 39% followed by Safari at 36%.
- Site access is 40% by mobile phone, 34% by desktop computer and tablets at 26%.
- Of all site visits, 97% are Canadian, 78% are regional and based on the web browser used - 97.6% are English and 2.4 % French.
- Our site is managed by volunteers, event planners and over 60 community partners.
- We have an easy to use site to search by community where the event is being held, by age and also by the 13 different types of events and activities.

MyCommunityCalendar is the first and by far the most comprehensive and synchronized calendar in southeastern NB. We invite you to partner with us on this community-changing event and activity solution as we influence those to participate more often in active living, share the excitement and sociably of many events and overall enhance people's lives for inclusiveness and healthy living.

FOR MORE INFORMATION:

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Seniors Information Centre

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Our Banner Locations and Pricing - Effective March 15th, 2016

Should you require some graphic assistance to design an ad, we can arrange for that to be completed. File and image size limits: not over 100K in GIF, png or JPG file format. Ads with white backgrounds must have a black 1x1 pixel border around the edge of the design.

The screenshot shows the MyCommunityCalendar.ca website interface. At the top, there is a navigation bar with links for Home, About Us, FAQ, Donate to MCC, and Contact Us. Below this is a large banner for 'MY COMMUNITY CALENDAR.ca' with the text 'It's Happening Here!' and 'Ça se passe ici!'. The banner also lists 'Events and Activities in Moncton, Dieppe, Riverview, Shediac, Sackville and Surrounding Communities'. Below the banner, there is a section for 'FEATURED EVENTS - ÉVÉNEMENTS EN VELETTE' with instructions on how to filter events by category and community. The main content area displays a list of events for January 15, 2016, including 'Thank You for Using MyCommunityCalendar', 'Tidal Bore Times', 'Walking At The Coliseum', 'Moncton Lions Seniors Centre Daily Activities', 'Moncton Library Daily Activities', 'Always Loved, Never Forgotten - Death and Mourning in Acadia', 'Trap & Skeet Shooting', 'Pickleball', 'Home schooling Club', 'After-School-Drop-In', 'Skating At Crossmen Community Centre Kay Arena - Public', 'King Of Diamonds Game', and 'Boys & Girls Club of Moncton Bus Run'. On the right side of the page, there are several advertisements for 'Soupfest 2016', 'SAGE', 'DanTek Solutions', 'AMSOIL', 'Juergen Weiland', 'ARGUS Heating Energy Service', and 'Eyeglasses Coupon'.

SIDE SCRAPERS
Size 300 PX Wide x 250 PX High
\$75.00 monthly.

Ads appear in rotation (top to bottom) on every page of the site. A link to your website or event page is also included.

Payment terms All ads are payable as a donation to the Seniors Information Centre at: <https://www.canadahelps.org/dn/19336>. Receipts are automatically and instantly provided and payments can be made using any major credit card.