

# Salmon Trails

DISCOVER NORTHWEST CULTURES

## Reach Your Target Market Advertising With Salmon Trails

SalmonTrails.com lists cultural sites from all over Northern BC. Salmon Trails users explore sites from Vanderhoof to Prince Rupert.



Advertising opportunities range from a leaderboard to half page banners. Home page and inside page banner placement can be chosen.

## Our Audience

Northern British Columbia residents and visitors repeatedly return to Salmon Trails to check site location and history. Salmon Trails is being marketed online and at community events in the region.

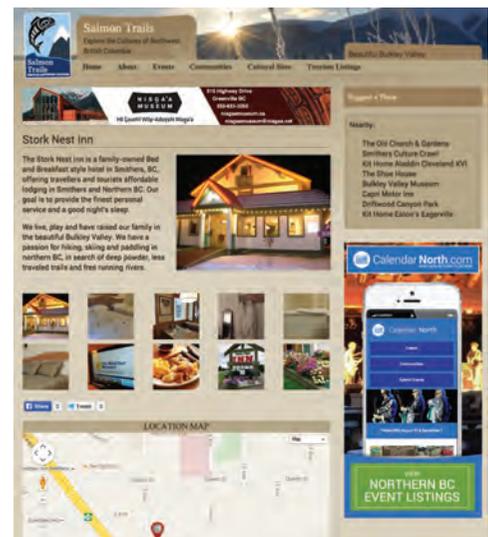
## Tourism Directory

Salmon Trails offers a complete tourism directory with listings for accommodations, restaurants, shopping, and more. As travellers explore the Salmon Trails website, they will use the directory to find their next hotel, cafe, shop, and more.

The Tourism Directory is a fee based directory which includes:

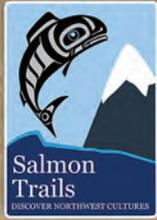
- Photo gallery
- Website links
- Google map
- Youtube + Vimeo videos
- Contact information

Listing cost - \$169 per year. All Tourism Directory listings include one edit per year. Additional edits cost \$25.00.



SalmonTrails.com

For more information email [advertise@salmontrails.com](mailto:advertise@salmontrails.com)



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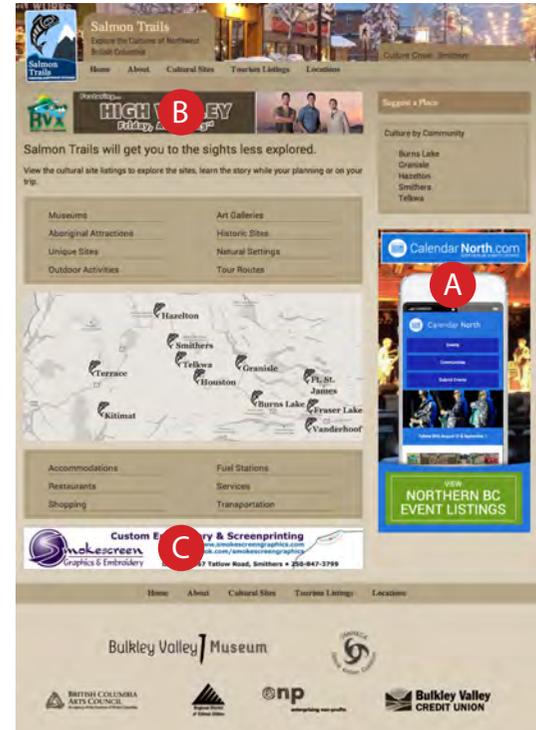
### Impression Based Advertising Rates

SalmonTrails.com prices ads using the standard cost per mille (CPM) system. Prices are based on the number of times the ad is displayed (an impression). The CPM price is the cost per 1000 impressions.

Ad packages are sold in packages of 10,000 impressions. 10,000 impressions can last up to 2 months on the website. Standard ad design is included in the rate. Animated ads are \$100 extra.

### Banner Rates & Sizes

Banner	Home	Inside Page	Banner Size
<b>A</b> Half Page	\$300	\$250	300px x 600px
<b>B</b> Top Leaderboard	\$280	\$230	728px x 90px
<b>C</b> Bottom Leaderboard	\$100	\$50	728px x 90px



### Annual Packages

As a special offer to advertisers, Salmon Trails is offering an annual advertising subscription. This annual subscription rate is based on 80,000 impressions. Salmon Trails is forecasted to have 120,000 impressions in the first year. Annual subscribers will be invoiced monthly or annually.

Banner	Home	Inside Page	Banner Size
<b>A</b> Half Page	\$2400	\$2000	300px x 600px
<b>B</b> Top Leaderboard	\$2240	\$1840	728px x 90px
<b>C</b> Bottom Leaderboard	\$800	\$400	728px x 90px

**SalmonTrails.com**

For more information email  
[advertise@salmontrails.com](mailto:advertise@salmontrails.com)