



2012 Media Kit

About Us

PtboCanada.com, established in May 2010, is a blog about everything Peterborough. We cover arts, culture, news, media, politics, people, events, sports, business, tourism, food and more! PtboCanada.com have made appearances on Kruz FM to talk about local subject matter in Peterborough, and have been plugged on CHEX Newswatch and The Wolf. We use lots of photos and video to accompany stories in order to resonate with readers.

Audience

We have a wide demographic of gender neutral readers who like to be entertained and informed about local subject matter. They are highly engaged in city life, and consume local news online.

Traffic

- Average Monthly pageviews: 33,000+
- Twitter followers (@Ptbo_Canada): 2000+

(Note: Our web traffic is growing steadily as word of mouth spreads about us.)

Twitter (Social Media, @Ptbo_Canada)

We have more followers than any media organization in Peterborough. We use Twitter to drive readers to our blog, and can offer strong social media tie-ins and interactive opps with our followers for contests, promotions, etc, through Twitter.

Why Advertise with us?

- Hyperlocal: We focus specifically on Peterborough, therefore reaching your target market.
- Digitally Connected: Out of all media outlets in Peterborough, we are the only one solely based on the web. More and more readers are now consuming their news and entertainment online.
- We are a fresh option to get your advertising campaign noticed. Our highly-visual site is not cluttered and your ad will stand out. It is designed to make your ad "pop".

Ad Placements and Rates

Top Banner (728X90) Appears at the top of every page and rotates on each pageview: \$250 a month

Skyscraper Ad (160X600) Appears along the left hand side and rotates on each pageview: \$150 a month.

Half-Skyscraper (160X300) Appears along the left hand side and rotates on each pageview: \$75 a month

Strategic Partnerships

We are always looking to forge new strategic partnerships. Feel free to contact us in regards to other types of deals, such as sponsorships, contests, cross-promos and advertorials.

Contact: sales@ptbocanada.com or christi@ptbocanada.com