

Tourism Calgary

2012 visitcalgary.com

Paid Placement Opportunities

Paid Placement

Section Feature

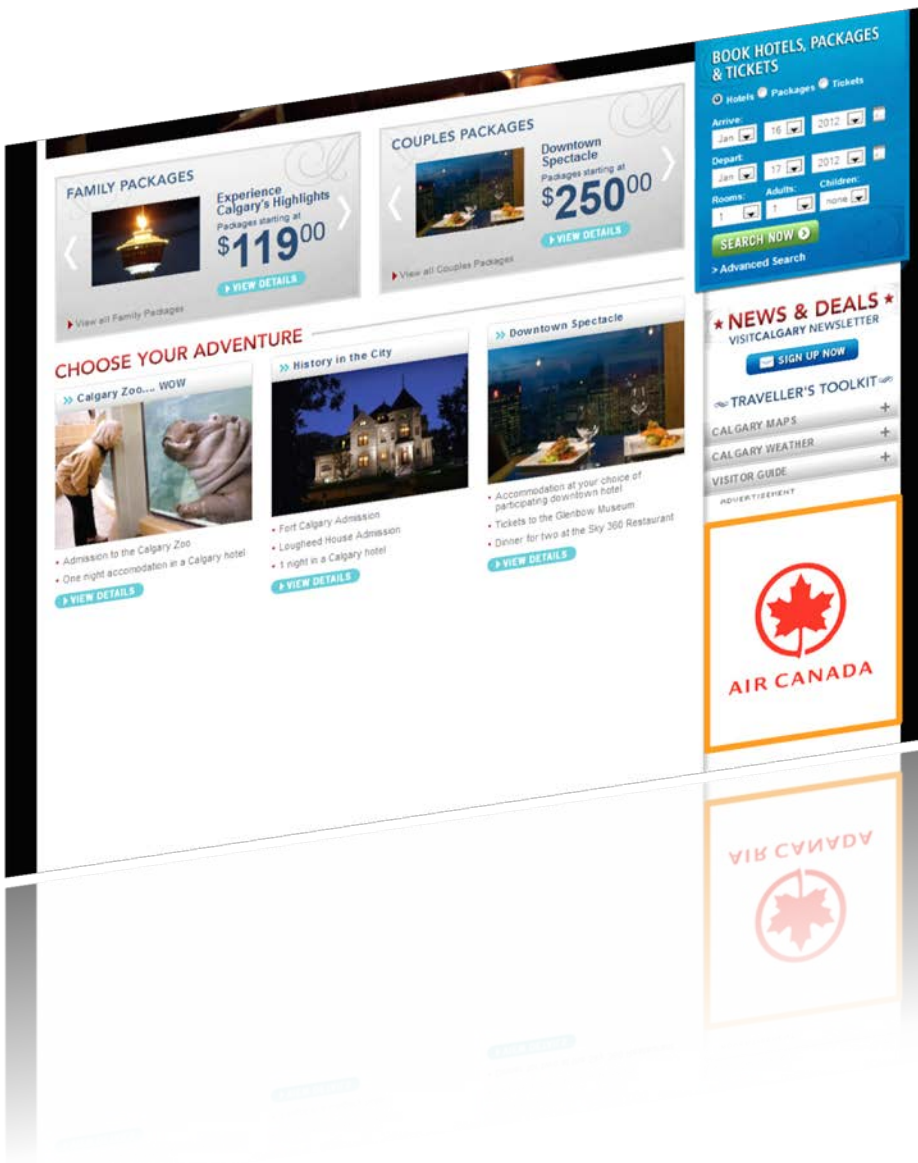
- Available by major sections only (Accommodations, Things to Do, Visitor Info)
- Links to advertiser's member page
- Placement in navigation and landing page is randomized upon page refresh
- Performance tracked through Google Analytics



Paid Placement

Sponsor Ad

- Available by sub-section
- Linked to member page
- Can advertise in any section as an opportunity to strategically expand their category reach
- Advertising in multiple sections permitted



Paid Placement

Preferred Listings

- Provide premium placement for members within their section
- Link into advertiser's member page
- Maximum of two preferred listings per page to maintain value of placement



Paid Placement

	Description	Annual Cost	3 Month Cost	Maximum Availability
<p>Section Feature</p> 	<p>-Available in the major sections only (Accommodations, Things to Do, Visitor Info)</p> <p>-Links to advertiser's member page</p> <p>-Performance tracked through Google Analytics</p>	\$1,800	\$500	4 /section
<p>Sponsor Ad</p> 	<p>-Available in all sub sections</p> <p>-Click to member page or external page</p> <p>-Advertising in multiple sections permitted</p>	\$1,000	\$300	2 ads/page 4 /section
<p>Preferred Listings</p> 	<p>-Premium placement for members within their section</p> <p>-Link into advertiser's member page</p> <p>-Maximum of two preferred listings per page</p>	\$400	\$150	2 ads/page 6 /section

Contact Us

If you would like to book a bundle or just have a couple of questions. We would love to hear from you. Contact us anytime.

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