



THE • GEORGIA
Straight
VANCOUVER'S NEWS & ENTERTAINMENT WEEKLY WWW.STRAIGHT.COM

2021 MEDIA KIT

No other city publication knows more about Vancouver than the Georgia Straight. Established as the news, lifestyle, and entertainment weekly in Vancouver for 50 years, the Georgia Straight is an integral part of the active urban West Coast lifestyle.

OUR FOCUS

DIVERSITY IS OUR STRENGTH

Since 1967, the Georgia Straight has been delivering thought-provoking stories that impact Vancouver, the city we love and call home.

The unrelenting pursuit of fact-based journalism is the driving force behind what we do. We are inspired by Vancouver's dynamic diversity and strive to celebrate it by including people from all backgrounds and experiences.

Through its commitment to the community, the Georgia Straight has forged long-standing relationships with the city's changemakers in business, arts & culture, government, health care, and the cannabis community.



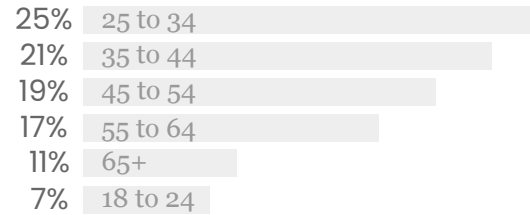
OUR AUDIENCE

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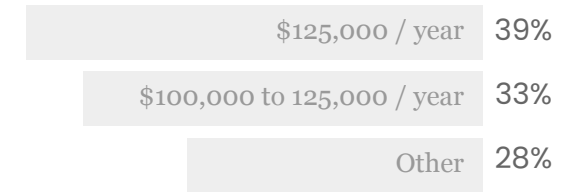
TOTAL MONTHLY READERS

2,147,709

AUDIENCE AGE



AVERAGE INCOME



1,057,709

Website



450,000

Print



226,000

Newsletter



72% 28%



54% 46%



96,000

Facebook



252,000

Twitter



65,000

Instagram



1000

LinkedIn

** Sources: Google Analytics, Facebook, Instagram, LinkedIn, Twitter & AutopilotHQ*



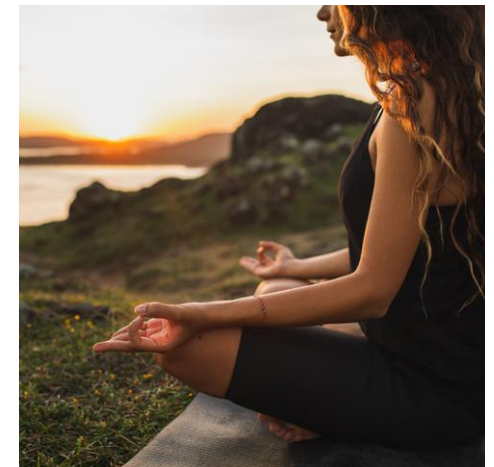
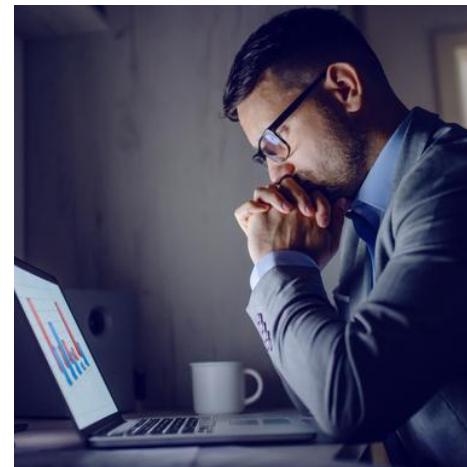
OUR AUDIENCE

PSYCHOGRAPHICS

AUDIENCE INTERESTS



** Source: Google Analytics*





ADVERTISER **TOOLKIT**

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BRANDED CONTENT
CONTESTS & EXPERIENCES
VIDEO
SOCIAL MEDIA
DIGITAL CONTENT AMPLIFICATION
DIGITAL DISPLAY ADVERTISING
PROGRAMMATIC DISPLAY ADVERTISING
PRINT ADVERTISING





BRANDED CONTENT

USE OUR PLATFORM TO TELL YOUR STORY



BRANDED ARTICLES - \$1,100 - \$1,800

Journalistic interviews, product or service reviews, infographics, or important announcements in 750 words or less.



BRANDED VIDEOS - \$2,000 - \$3,000

Animated explainer videos, video tours of your location, or candid journalistic interviews up to 5 minutes. (See page 7)



BRANDED PODCASTS - \$2,000

In-depth audio interviews where you can tell the whole story, or join a panelist discussion of up to 30 minutes in length.



BRANDED CONTESTS & EXPERIENCES - \$500 - \$1,500

Photo contests, sweepstakes, and giveaways. Prizes are provided by advertisers.



BRANDED VIDEOS

USE OUR PLATFORM TO TELL YOUR STORY



ANIMATED VIDEO – \$2,000

A short animation designed for social media. Great for enhancing branded articles and bringing consumer product imagery to life.



VIDEO INTERVIEW – \$2,200

A video interview with one of our skilled journalists. Perfect for demonstrating thought leadership, industry expertise, and sincerity.



EXPLAINER VIDEO – \$3,000

Explainer videos serve audiences with entertainment, utility and intellectual analysis on any given subject. Ideal for product demos and venue tours.



SOCIAL MEDIA



Weekly Reach:
453K

38% men
59% women



Weekly Reach:
300K

37% men
63% women



Weekly Reach:
960K



POSTS - \$400 - \$600

Sponsored posts on Facebook, Instagram, or Twitter.

Posts include up-to 4 photos, message, call to action, tagging, and a link to your story or landing page.



STORIES - \$450

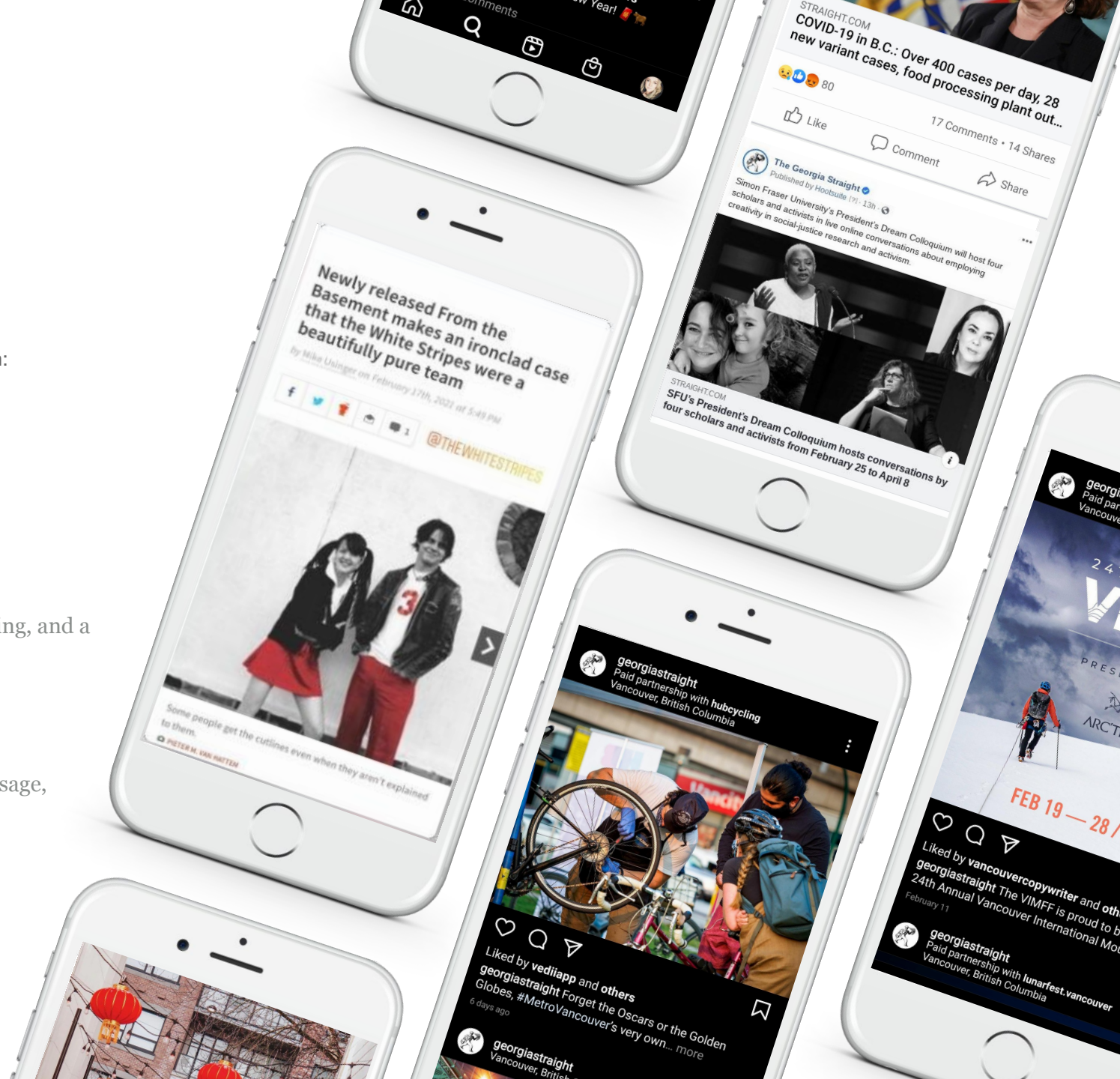
Sponsored stories on Facebook and Instagram.

Include up to 10 photos, swipe up (learn more), main message, and tagging.



LIVESTREAM INTERVIEW - \$3,500

Increase reach and authentic vibes with a 5 to 10 minute livestream interview, demo, or giveaway with us on YouTube, Facebook, or Instagram.



DIGITAL CONTENT AMPLIFICATION

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Increase the impact of co-branded content and sponsored posts by amplifying your coverage to customized, highly-targeted audiences from brand-safe platforms.

Starting at \$1,000



FACEBOOK BOOSTS



INSTAGRAM BOOSTS



TWITTER BOOSTS



PROGRAMMATIC
NATIVE ADS



GOOGLE ADS



NEWSLETTERS

- ✓ Promote your coverage to a larger audience
- ✓ Target by location, age, gender, interests, life events, platform, time of day, device, lookalike audiences, AI optimized dynamic content algorithms, and more!

- ✓ Improve your reputation with coverage from a trusted 3rd party publisher like The Georgia Straight
- ✓ Get guaranteed results
- ✓ Increase ROI from your content campaigns

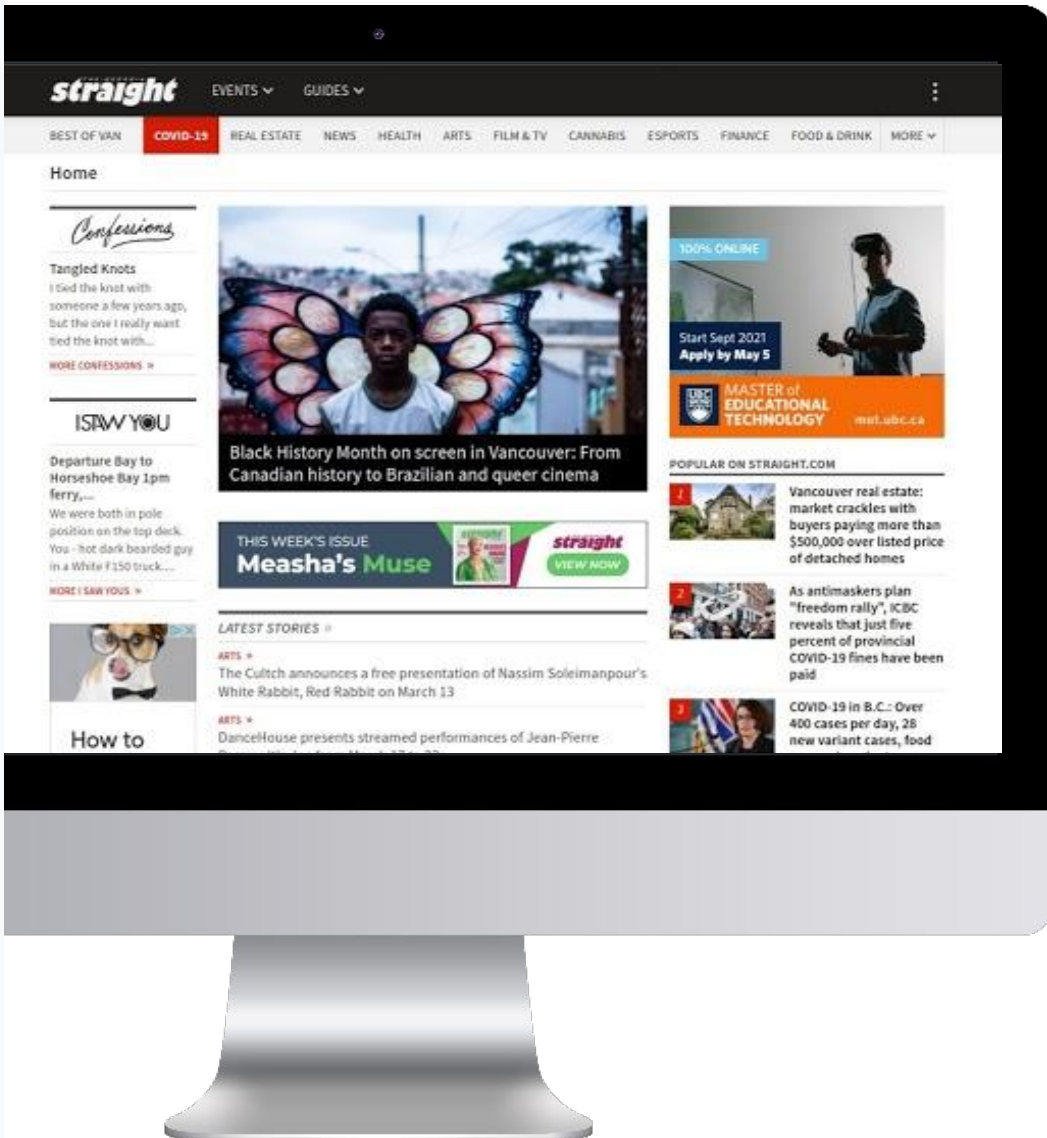
Newsletter Themes

Monday: Health
Tuesday: Food & Drink, Restaurant Roundup
Wednesday: Sex & Cannabis
Thursday: Cover Story & Astrology
Friday: Streaming, Arts, & Culture
Saturday: Real Estate, Personal Finance, & Local Business
Sunday: Education, Letters to the Editor, Trending News



DIGITAL ADVERTISING

OMNI-CHANNEL AD OPPORTUNITIES



ROS ADVERTISING - \$18 - \$26 CPM

Run of Site (ROS) ads are displayed in multiple formats for mobile and desktop across www.straight.com.



TAKEOVERS - \$450 - \$7,500 per day

Your ads have exclusivity on our homepage for maximum visibility.



VIDEO PRE-ROLL & IN-STREAM ADS - \$350 per video

Run your ads before any of our videos start, or create a message for intermission at a critical point during the video.



PODCAST IN-STREAM VOICEOVER ADS - \$250

Have your ads run during our podcast to reach some of our most engaged listeners.



NEWSLETTER ADS - \$300 per day

Show your ad to our thousands of email newsletter subscribers along-side our editorial content.



PROGRAMMATIC ADVERTISING

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TARGET USERS ANYWHERE THEY ARE CONSUMING DIGITAL, BRAND-SAFE CONTENT

HOW IT WORKS

Programmatic campaigns are served across all devices and are executed by a team of experts, with quality data inventory and transparent reporting.

- 'Above the fold' inventory guarantee so your ad gets seen
- Ads will not be served between midnight and 5 am
- Impressions will not exceed 3 ads per every 8 hours.
- A 'brand-safe' feature ensures your ads are only served on reputable, unimpeachable websites (ex. The Economist, CNN, MSNBC)
- All campaigns are closely monitored for goal fulfillment
- Final detailed reports delivered

Starting at \$1,000



DISPLAY



Build awareness by serving your banner ads or videos across a strategic network of apps, websites, and social media.



NATIVE



Native ads are not easily recognizable as an ad. As recommended articles, they adopt the look and feel of a website's content inviting the viewer to engage with them.



GEO-FENCING



Advanced spatiotemporal mapping constructs a virtual boundary that allows advertisers to send mobile advertising to anyone entering the area in real time or within the last year.





PRINT ADVERTISING

PUBLICATION DATE

Every Thursday

FULL PAGE PREMIUM AD SIZES AND PLACEMENT

Page 2, 3, 5, Centerspread and Back Page
Two and Four page wraps also available
Ask your account representative for details and availability.

DEADLINES

Booking: Friday prior to publication date, 5 pm.

Creative (no proof required):

Monday prior to publication date, 4pm.

Creative (proof required): Friday prior to publication date, 12 pm.

Correction Submissions: Tuesday prior to publication date, 12pm.

Statutory holidays: Five additional business days required for premium placed ads (Page 2, 3, 5, centrespread, back page, and wraps)

19.66"W 9.67"H	4.5"W 6.39"H	4.5"W 4.75"H	2.17"W 4.75"H
DOUBLE PAGE	1/3 PAGE	1/4 PAGE	COLUMN
FULL 9.17"W 9.67"H	1/2 PAGE 4.5"W 9.67"H	1/2 PAGE 9.17"W 4.75"H	BANNER 9.17"W 3.11"H
			1/8 PAGE 4.5"W 2.29"H

RATES	1x	3x	6x
1/8 page	\$400	\$350	\$300
1/4 page	\$750	\$650	\$600
Banner	\$1,000	\$850	\$750
1/3 page	\$1000	\$850	\$750
1/2 page	\$1,400	\$1,250	\$1,100
Full page	\$2,500	\$2,200	\$2,000

Rates are effective until June 30, 2021



BRANDED CONTENT PACKAGES

CONTRIBUTOR

750 Word Branded Article

Social Tri-pack

Newsletter Story Citation

Newsletter Banner Ad

100,000 ROS Impressions

1000 Guaranteed Reads

Performance Report

\$2,850
Monthly

INFLUENCER

Landing Page

(2) 750 Word Branded Articles

(2) Social Tri-pack

Newsletter Story Citation

Newsletter Banner Ad

200,000 ROS Impressions

1500 Guaranteed Reads

Performance Report

\$4,925
Monthly

MARKETER

Landing Page

(2) 750 Word Branded Articles

(2) Social Tri-pack

Newsletter Story Citation

Newsletter Banner Ad

250,000 ROS Impressions

2000 Guaranteed Reads

Exit Intent Pop-ups &
Follow-up Email Automation

Performance Report

\$6,000
Monthly



DIGITAL RESIDENCY

CONTENT

- 2 Platform Agnostic Videos
- 2 Branded Content Articles
- 3 Contests & Experiences
- Aggregated Editorial Content from The Straight
- Friends2Follow Integration
- Featured Event Listings
- Team/Artist Profiles
- Digital Retail Extension

DIGITAL DISTRIBUTION

- 300,000 ROS Impressions
- 40,000 Programmatic Impressions
- 6 Tweets on Twitter
- 2 Instagram Posts
- 2 Facebook Posts
- 2 Big Box Newsletter Ads

PRINT

- 1 Front Page Ad
- (3) ¼ Page Ads

\$19,850
Monthly



EXTENDED DIGITAL RATE CARD

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DISPLAY

ROS Billboard Ads	\$21 CPM
ROS Billboard (<i>rich media</i>)	\$26 CPM
ROS Leaderboard	\$18 CPM
ROS Leaderboard (<i>rich media</i>)	\$21 CPM
ROS Big Box	\$18 CPM
ROS Big Box (<i>rich media</i>)	\$21 CPM
ROS Half Page Ad	\$21 CPM
ROS Half Page (<i>rich media</i>)	\$26 CPM
Homepage Takeover	\$1,500/day
Category Takeover	\$450/day and up
Site-Wide Takeover	\$7,500/day
Newsletter Ad	\$300/day
Programmatic Network*	\$1,000 minimum
Boosts for Social Posts*	\$1,000 minimum

*Please note that programmatic and social media boost campaigns require a 25% management fee

CONTENT

500+ Word Branded Article	\$1,100
750+ Word Branded Article	\$1,800
5 - 10 Minute Branded Podcast	\$2,000
Video/Animated Ad	\$2,000
Video/Interview	\$2,200
Video/Explainer	\$3,000
Contest A	\$1,500 + prize
Contest B	\$500 + prize
Branded Newsletter	\$450
Pre-Roll & In-stream Video Ads	\$350
Featured Event Listing	\$300

SOCIAL MEDIA

Tweet	\$400
Video Tweet	\$500
Facebook Post	\$600
Instagram Post	\$500
Facebook or Instagram Video Post	\$1,000
Facebook or Instagram Story	\$450
Facebook, Instagram, or Youtube Live	\$3,500
Social Tri-Pack (1 post on FB, TW & IG)	\$750
Instagram Takeover	\$2,000
Custom Photography	\$400

VANCOUVER & TORONTO COMBINED RATES

The Georgia Straight and NOW Toronto combination rates are available upon request.



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THANK YOU

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