

Ontario By Bike

Digital Advertising



Cyclists from Ontario, Quebec and the US are increasingly turning to **Ontario By Bike** to help plan their cycling vacations in Ontario.

Monthly Website Advertising Options

1. Leaderboard Banner Advertising

- Leaderboard Ad Dimensions – 728px X 90px
- Homepage - Below "Great Places to Cycle" title break
- All other webpages* – Below navigational menu
- Single month purchases are allowed

2. Skyscraper Banner Advertising

- Skyscraper Ad Dimensions – 100px X 600px
- Located on website side module across all pages, except homepage*
- Single month purchases are allowed

3. 'Featured' Event Advertising

- Leaderboard Ad Dimensions – 728px X 90px
- Placed top of monthly event listings
- Single month purchases are allowed

* -- Excluding special program pages as advised by Ontario By Bike



E-Newsletter Advertising Option

Leaderboard Banner Advertisement

- Leaderboard Ad Dimensions – 728px X 90px
- Placement – Below first article section break
- Advertisement on monthly newsletter with above average open and click-thru rates
- Exclusive to one advertiser/newsletter



Content Partnerships Available Upon Request

For information partnerships, rates and terms and conditions...

CONTACT:

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2018 Website and Database Stats for

OntarioByBike.ca

January-May



Avg. Monthly Website Stats

24,500 Unique Visitors (*users*)
36,700 Sessions
62,500 Page Views

YOY Growth

+ 285%
+ 332%
+ 247%

Database and Newsletter Stats

14,720+ Opt-In Subscribers
47% Open-Rate (avg.)
20% Click-thru Rate (avg.)

YOY Growth

+ 46%



For information on rates and advertising terms and conditions...

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Advertising Placement – Examples



Leaderboard Banner (Homepage)

Skyscraper Banner

Leaderboard Banner

This screenshot shows the homepage of Ontario By Bike. At the top is the site's navigation bar. Below it is a large banner image showing people cycling on a path. Underneath the banner is a map of Ontario with several red location markers. Below the map are three article thumbnails: 'Cycling Divers in Ontario', '2014 Top 10 in Ontario', and 'Small Group in the'. A 'Your Ad Here' placeholder is visible in the middle of the page.

This screenshot shows a page on the Ontario By Bike website. It features a large article on the left with a photo of cyclists on a path. On the right side of the page, there is a tall, narrow 'Your Ad Here' placeholder, which is a skyscraper-style banner advertisement.

This screenshot shows another page on the Ontario By Bike website. It features a large rectangular 'Your Ad Here' placeholder at the top of the page, above a map of the Greater Toronto Area. The rest of the page contains various navigation and utility links.

Featured Event Banner

E-Newsletter Advertising

This screenshot shows a page on the Ontario By Bike website titled 'Cycling Events 2016'. It features a banner with a row of bicycle icons and text about cycling events. Below the banner is a 'Your Ad Here' placeholder. The page also includes a search bar, navigation links, and a sidebar with various categories.

This screenshot shows an e-newsletter from Ontario By Bike. The header reads 'Ontario By Bike E-News: June'. The main content features a banner for 'Great Places to Cycle: Chatham-Kent' with a photo of cyclists. Below the banner is a 'Your Ad Here' placeholder and the date 'September 24, 2015'.