

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



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



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

CONTACT:

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Website and Database Stats for OntarioByBike.ca



Avg. Monthly Website Stats

12,000	Unique Visitors (<i>users</i>)
15,000	Sessions
30,000	Page Views
2:00	Average Time on Site (<i>minutes</i>)

YOY Growth

+ 11%
+ 16%
+ 22%
+ 9%

Database and Newsletter Stats

7,000+	Opt-In Subscribers
44%	Open-Rate (avg.)
27%	Click-thru Rate (avg.)

YOY Growth

+ 19%



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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, there is a large banner image of cyclists on a trail. Below the banner is a navigation menu and a search bar. A prominent map of Ontario is displayed, with several red location markers indicating specific areas of interest. Below the map, there are three article thumbnails with titles like 'Cycling Divers in Ontario' and '2014 Top 10 in Ontario'. A 'Your Ad Here' placeholder is visible in the middle of the page.

This screenshot shows a page on the Ontario By Bike website. A tall, narrow 'Your Ad Here' skyscraper banner is positioned on the right side of the page. The main content area on the left features a large image of cyclists on a path, with text and a 'Sign Up Now' button below it.

This screenshot shows another view of the Ontario By Bike website. A large horizontal 'Your Ad Here' banner is at the top. Below it is a map of the Greater Toronto Area with several location pins. To the right of the map is a sidebar with various navigation links and a search bar.

Featured Event Banner

E-Newsletter Advertising

This screenshot shows a page titled 'Cycling Events 2016'. It features a banner with a row of bicycle icons and a 'Sign Up Now' button. Below the banner is a 'Your Ad Here' placeholder. The page includes a search bar, a 'Sign Up Now' button, and a list of categories on the right side.

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 a date 'September 24, 2015'.