Vibrant Victoria

Victoria's Online Cornerstone

ad kit

"VibrantVictoria offers new ways to debate local issues that surpass old media,"

Ross Crockford
Boulevard Magazine

135,000
unique visitors access VibrantVictoria annually, (over 1/3 of Victoria residents)

20,000
visitors drop in on VibrantVictoria monthly

3,400+
discussion topics on VibrantVictoria.ca's discussion forum

1,900+
registered members on VibrantVictoria's discussion forum

VibrantVictoria.ca is Victoria, British Columbia's largest independent online news and discussion resource for Victorians from all social, economic and political backgrounds. The website also serves as a resource for the region's mainstream media organizations.

Targeting a connected and motivated audience is crucial to the success of an advertising campaign. VibrantVictoria.ca makes it easy to reach Victorians who are passionate about their city, support local businesses and want to stay connected to everything the region has to offer.

Banner Ad Placements

CONTENT SECTION
(all visitors)

1

Vibrant Victoria

beta

Victoria's Online Cornerstone

Since 2006

Home | Local News | Discussion Forum | Construction Projects | About

Passenger volumes continue to decline at Victoria International

6/17/11 • After negative growth in both 2008 and 2009, south Island's air travel gateway could be heading for third year of declining passenger volumes.

2

FOLLOW VV ON twitter & facebook

3

4

VIBRANT DISCUSSIONS

Some of the popular issues being discussed by Victorians on the VibrantVictoria discussion forum.

2011 Property Tax Assessments

• Discuss your 2011 property tax assessment and ask questions of an ex-review panel member.

Johnson Street Bridge replacement project

• The City of Victoria's largest infrastructure project to-date.

E&N Railway discussion

• The E&N railway is poised to become a commuter corridor by 2011.

HST (Harmonized Sales Tax)

• The HST tax came into effect on July 01, 2010.

Retail comings and goings

• Retail operations coming, going and changing across the region.

Victoria crime

• Crime stories and breaking news.

Homelessness/Drug abuse

• Social issues and how they affect the community.

Visit the forum to view all discussions.

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RELEVANT LINKS

metrocascade

SkyscraperPage.com

JohnsonStreetBridge.ORG

LOCAL HEADLINE NEWSROLL

As tower tops out, developer readies to break ground on next project

6/09/11 • Developer to celebrate final concrete pour on third downtown highrise project and launch excavation of fourth tower

City Hall feels no love for rental building amidst tight rental market

6/07/11 • Low rental vacancy rates are not enough to persuade City Hall committee to back mixed-use building proposal with some 50 rental units.

15-storey residential tower to go before Planning & Land Use Committee

5/16/11 • 157-unit residential tower with groundfloor retail is proposed for an empty lot on Yates Street between Douglas and Blanshard.

BBQ restaurant eying Hudson development for downtown location

5/15/11 • Popular Langford bbq restaurant could become historic downtown building's first confirmed tenant.

Downtown Victoria condo and rental projects take off

5/12/11 • Thirteen downtown Victoria residential projects currently under construction, in marketing or nearing marketing launch, are signs of a strong recovery from the economic downturn.

10-storey "The Mondrian" condo expects green light from City Hall

4/20/11 • 10-storey Harris Green mixed-use residential and commercial project goes before Planning and Land Use Committee.

Stranded motorists to receive reparations after truck crash closes Malahat

4/18/11 • Columbia Fuels has issued a statement pledging to reimburse travelers for 22-hour highway closure.

Dayliner sidelined as track woes cancel rail service

4/06/11 • Travelers to Nanaimo and points north are being shuttled by bus as track problems force cancellation of rail service.

Elizabeth May officially re-opens third Green Party campaign office

4/05/11 • Green Party leader Elizabeth May hopes to erase the jinx the old building seems to suffer under.

Savoie rival Causton opens Victoria campaign office

3/31/11 • The current Mayor of Oak Bay hopes to knock off incumbent MP Denise Savoie for a shot at a seat in Ottawa.

LATEST FORUM DISCUSSIONS

- The Victoria traffic incident thread
- Joe's Seafood Bar | Victoria | 1208 Wharf (Harbour Level)
- Blockbuster Canada in receivership
- Victoria Rapid Transit Project - CRD/BC Transit - Light Rail (LRT) has been recommended
- [Vic West - Victoria] Bayview condos | 66.3m - 35m | 21-, 17- & 11-storeys | Ph1 Completed Mar 2009
- CRD gasoline, gas, hydro and other energy or utility prices
- Why does the public not use public spaces?

TWITTER FEED

- Downtown's Hollywood Tonight video rental store is closing July 10th #yyj #victoriabc 3 hours ago
- Odeon Theater in downtown Victoria appears to be getting a new paint job #yyj #victoriabc 2011/06/27
- E&N Railway announcement by Premier Clark sched for Tues regarding rail infrastructure #yyj #victoriabc #viarail http://t.co/z0e1x5g 2011/06/26

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Cridge Park: boon or blown opportunity?

3/31/11 • Formerly a favourite camping spot for the homeless, the new park replaced what some saw as a chance to improve Victoria's cultural infrastructure.

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News and Article RSS

FORUM SECTION
(Unregistered visitors)

Vibrant Victoria

Victoria's Online Cornerstone

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Since 2006

Home | Local News | Articles | Discussion Forum | Construction Projects | About

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Welcome to VibrantVictoria.ca's discussion forum.

Since 2006, the VibrantVictoria.ca forum has established itself as the largest and most diversified discussion portal for all things Victoria. From real-estate development and urbanism, to local food & dining establishments, to politics, to regional infrastructure and business issues, the forum's topics cover something for everyone.

Registering with the forum has benefits such as fewer advertising units, messaging abilities, participation in polls and other features only available to members. Membership is quick and free. **Become a member today!**

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VibrantVictoria.ca Discussion Forum

User Name [User Name] Remember Me?
Password [ ] Log in

Register | FAQ | Members List | Calendar

	Forum	Last Post	Threads	Posts
Victoria Construction and Land Development				
	Downtown Victoria (10 Viewing) Condo development, office development, commercial development and all other forms of real-estate development located in downtown Victoria, including the Humboldt Valley, north downtown, south downtown, North Park, Harris Green and new developments in Old Town and neighbouring districts. • Completed and Canceled Projects **Popular discussions:** The Hudson condos • The Hudson Mews rentals • The Jukebox condos • Atrium Building offices • The 834 condos	Era condo (Concert Proerties... by MarkoJ 07-02-2011 11:54 AM	73	11,313
	The Core (11 Viewing) Condo development, office development, commercial development and all other forms of real-estate development from across Victoria BC's four core municipalities (not including downtown Victoria): Esquimalt, Oak Bay, Saanich and Victoria-proper. • Completed and Canceled Projects	[Vic West - Victoria] Bayview... by MarkoJ Yesterday 12:32 PM	127	9,869
General, Photography and Contests • SSP:Local Vancouver • SSP:Local Portland				
	General Discussion (5 Viewing) Sponsored by Couvon | *Couvon is Victoria's deal of the day website offering 50%-90% off on the best local things to do, see and eat!* General Discussion - Topics that do not fit into other forum sections. Please note this is not an "off-topic, anything goes" forum.	This is the thread that never... by guyinthesky 07-04-2011 02:32 PM	594	12,334
	Victoria Photos & Local Contests (3 Viewing) City, urban and general photos of Victoria and Vancouver Island or photos related to the general theme of Vibrant Victoria, plus discussions and info on local contests.	Jack and Ocean Codes by langfordwoman Today 05:56 AM	118	6,293
	World Events (2 Viewing) Current events from around the world and discussions that may not apply directly to Victoria (such as global politics, global issues, global trends, etc).	Sarah Palin scores $1M+ an... by Bingo 06-28-2011 10:44 PM	86	2,547

Mark Forums Read | View Forum Leaders

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10

What's Going On?

Currently Active Users: 179 (9 members and 170 guests)

Most users ever online was 361, 06-14-2010 at 03:39 PM.
aastra, Baro, guyinthesky, jklymak, Kapten Kapsell, Kikadee, Nparker, Phil McAvity

VibrantVictoria.ca Discussion Forum Statistics

Threads: 3,474, Posts: 130,718, Members: 1,931
Welcome to our newest member, getyours

FORUM SECTION
(Registered visitors [members])

Vibrant Victoria
VICTORIA'S ONLINE CORNERSTONE

3

SINCE 2006

HOME | LOCAL NEWS | ARTICLES | DISCUSSION FORUM | CONSTRUCTION PROJECTS | ABOUT

1

VibrantVictoria.ca Discussion Forum

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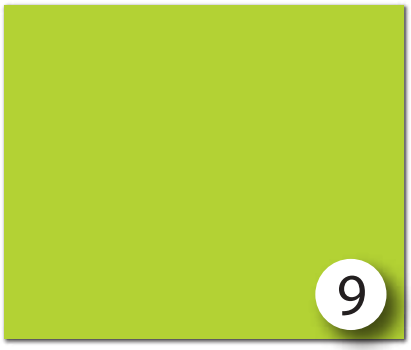
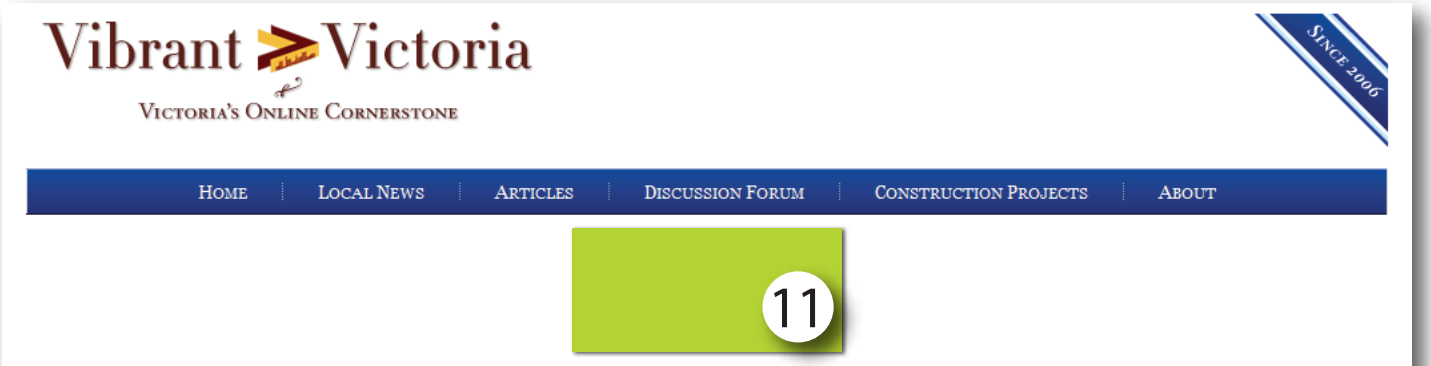


SUB-FORUM SPONSORSHIP (Registered + Unregistered visitors)

Sub-forum sponsorship includes a text link and a custom description, plus a 200x90 pixel advertisement on every page and thread within the sponsored sub-forum.

+



Advertising Rates

300x250 pixel ads

CONTENT SECTION 2 4 5

Content Section placements are visible to all visitors and are displayed on the VibrantVictoria HOMEPAGE, ARTICLE pages and the CONSTRUCTION PROJECTS LIST. Essentially any content that is not a part of the Forum Section will be served ads 2, 4 and 5.

Rates
- 50% exposure is $3.50/day with a 30-day minimum
- 100% exposure is $7.00/day with a 30-day minimum

FORUM SECTION 7 8 9 10

300x250 pixel Forum Section placements are split into ads visible to unregistered visitors and all visitors. A registered visitor is someone who has registered an account on VibrantVictoria's discussion forum and has the ability to contribute to discussions. A registered visitor falls under the "all visitors" category as far as 300x250 pixel placements are concerned.

All visitors, which includes registered and unregistered visitors, have equal access to content on the discussion forum. However, unregistered visitors are unable to contribute content to discussions. Unregistered visitors make up the vast majority of visits to VibrantVictoria's forum.

Ad placements 9 and 10 are visible to all visitors to the forum, while 7 and 8 are only visible to unregistered visitors. All four placements are equally effective as placements 9 and 10, which are visible to all visitors, include all visitors, while placements 7 and 8 are located at the top of every forum page served to unregistered users.

Rates
- 50% exposure is $4.50/day with a 30-day minimum
- 100% exposure is $9.00/day with a 30-day minimum

728x90 pixel ads

CONTENT & FORUM SECTION 1

Ad placement 1 is displayed on both the Content Section and the Forum Section. On the Content Section, the ad is situated atop every page loaded, including VibrantVictoria's homepage, article pages and construction projects list. The placement is also displayed for every registered visitor on the discussion forum atop every discussion forum page loaded, including the forum homepage, sub-forum listings and individual threads. Unregistered visitors see ad placements 7 and 8 in lieu of placement 1.

A registered visitor is someone who has registered an account on VibrantVictoria's discussion forum and has the ability to contribute to discussions. Registered users tend to view VibrantVictoria multiple times per day and are often "sources" of community-generated news and information.

Rates
- 50% exposure is $3.75/day with a 30-day minimum
- 100% exposure is $7.50/day with a 30-day minimum

125x125 pixel ads

CONTENT & FORUM SECTION 3

Ad placement 3 is displayed on both the Content Section and the Forum Section. On the Content Section, the ad is situated on the right as a 125x125 pixel square above or below, to the left or to the right of another 125x125 pixel square (an advertisement).

These ads are displayed on every Content Section page loaded, including VibrantVictoria's homepage, article pages and construction projects list. The ads are also loaded for every Forum Section page for all visitors, registered or unregistered.

The value for this placement is high considering exposure to every VibrantVictoria visitor on every page of content loaded site-wide at an affordable rate.

Rate
- 100% exposure for a single 125x125 "square" at $65/month with a 3-month minimum

160x600 pixel ads

VIBRANTVICTORIA HOMEPAGE 6

Ad placement 6 is the only 160x600 pixel placement on VibrantVictoria and is only located on VibrantVictoria's homepage.

Rate
- 100% exposure is $1/day with a 90-day minimum

Sub-forum Sponsorship

FORUM SECTION 11

Sub-forum sponsorship places an advertising text-link and message below the name of a sub-forum, such as the General Discussion sub-forum. The text link itself can point to any website and is bolded with a bright colour (such as red or pink). The remaining text can describe the link itself. An example would be:
Capital City Taxi - 24-hour taxi services throughout the CRD including low rates to the airport and ferry terminals.

In addition to the text link and text description, a 200x90 pixel ad banner is displayed for all visitors (registered and unregistered) to the sponsored sub-forum, including every thread and discussion within that sub-forum.

The sub-forum sponsorship can be purchased at one-year intervals.

Rate
- Text link, text description and 200x90 pixel ad, 100% exposure, at $650/year, which is the equivalent of just over $54 per month.

Custom advertising

Custom advertising solutions can be accomodated on VibrantVictoria. Please do not hesitate to inquire about non-traditional forms of marketing via VibrantVictoria, such as full site sponsorship, background ads, flash widgets or other forms of advertising.

Custom quotes

To request a custom price quote for your advertising budget and exposure preferences, please contact us and request a quote. A representative will follow up with you about your unique requirements and provide you with a pricing estimate and ad space availability.

Contact Information

To inquire about ad space availability and inquire about your unique advertising questions, contact Mike Kozakowski at:

Direct: 250.884.0589
Email: mike@skyscrapersource.com

Please note: ad sizes illustrated in this ad-kit are approximations and are meant to serve as guides. Actual banner ads will be scaled to the appropriate pixel size, such as 300x250 pixels, on all live placements.

Ad pricing may change without warning. Prices are not confirmed until a client has confirmed a purchase of advertising space.

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