



On-line Rate Card

Effective Jan 1, 2008

Gulf Islands Online

gulfislands.net

Overview

Gulf Islands online is the Internet gateway to the Gulf Islands, containing comprehensive visitor information including:

- attractions
- extensive maps
- real estate listings
- latest weather information
- accommodations guide
- dining guide

Traffic

Average monthly traffic: 36,000 unique visits 66,500 page views, approximately 30% of the traffic is from British Columbia the balance is primarily from Canada and the United States.

Ad Sizes

Button	120 x 120	pixels
Banner	468 x 60	pixels
Vertical Banner	120 x 240	pixels
Rectangle	300 x 250	pixels

Ad Rates

Placed on home page:	\$100	mo.
Placed on accommodations / real estate pages:	\$70	mo.
Other placements:	\$60	mo.
Gulf Islands Calendar	\$60	mo.
Ads rotating position through the site:	\$50	mo.

Gulf Islands Driftwood On-Line

gulfislandsdriftwood.com

Overview

The Gulf Islands Driftwood has joined bclocalnews.com, a network of B.C. community newspapers for presenting its online content. The improved, larger website offers more content, including breaking news from around the province, plus more stories from the Driftwood's weekly print edition, including news, features, sports, entertainment and letters to the editor. This site features extra Driftwood publications, including the popular Aqua - Gulf Islands Living magazine.

Traffic

Average monthly traffic to bclocalnews.com from Vancouver Island: 100,200 unique visits, 1,400,000 page views.

Ad Sizes

Button	120 x 90	pixels	\$112.5	mo.
Banner	728 x 90	pixels	\$250	mo.
Vertical Banner	160 x 600	pixels	\$250	mo.
Rectangle	300 x 250	pixels	\$337.5	mo.

Frequency Discount:

Choose both websites and receive a 25% discount.