

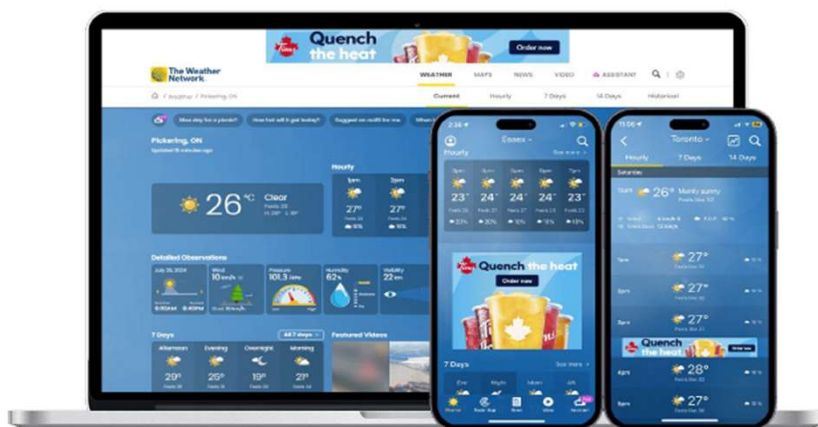
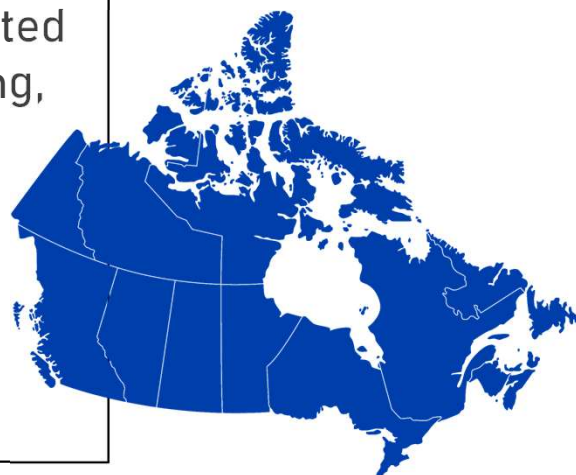
NEW Digital BUY-IN Opportunity with THE WEATHER NETWORK



As Canada's #1 weather app and website, the weather network is your gateway to Canadian audiences interested in travel

BUY-IN partnership have the flexibility to customize their awareness campaign with CCCTMA

- Geo target a specific city or region in Canada (BC & Alberta area suggested)
- Target weather network users interested in specific activities- e.g., fishing, hiking, camping enthusiasts, biking
- Target specific weather network audiences – e.g., families, outdoor enthusiasts, road trippers, travel intenders
- 3 ad units start at \$1000 (buy-in 50%)



CAMPERS

Audiences searching for topics and domains related to camping or seen within a campground across Canada



FISHING/ANGLING ENTHUSIASTS

Audiences searching about or looking to learn more about fishing/angling in Canada



OUTDOOR ENTHUSIAST

Audiences searching about or looking to learn more outdoor living and outdoor activities



HIKING ENTHUSIASTS

Audiences searching for topics and domains related to hiking in Canada



ROAD TRIPPERS

Audiences searching for local day trips or overnight trips to take with friends and family.

To reserve your space, or for more information contact Jenny Bakken
Ph: 250-392-2226 ext. 201 Email: marketing@landwithoutlimits.com

Here's how to get started:

1. Choose your Budget (minimum investment is \$1000 per month investment/minimum campaign length is one month).
e.g. you invest \$500 and the CCCT kicks in the other \$500
2. Select Target Market (cities/towns or geo-area)
3. Select an audience segments / interests
4. Send images, your URL and any copy for inclusion in the ad
5. CCCTA will include their branding for partnership buy-in
6. Contact Jenny in Marketing for any questions or strategy planning



Spend level determines # of impressions. For Example:

Variations of \$1000 per month

Ad Unit(s)	Section/Placement	CPM	EST Impressions	Cost p/m	Geo	Target Markets Selected	Audience Segments (if any)
Standard Banners 728x90, 300x250, 320x50, 300x50	Mobile App, Mobile Web, Tablet App, Desktop Web	\$13.50	74,074	\$1,000	English	Geo Campaign Objective FOR EXAMPLE: Kelowna, Kamloops, Abbotsford, Chilliwack & Hope	FOR EXAMPLE: adventure + outdoor enthusiasts, contextual travel segments, mountain bikers, hikers, campers, fishing enthusiasts, families, active families, travelers with pets,
Total			74,074	\$1,000			

Ad Unit(s)	Section/Placement	CPM	EST Impressions	Cost p/m	Geo	Target Markets Selected	No Audience Segments
Standard Banners 728x90, 300x250, 320x50, 300x50	Mobile App, Mobile Web, Tablet App, Desktop Web	\$12.00	83,333	\$1,000	English	Geo Campaign Objective FOR EXAMPLE: Kelowna, Kamloops, Abbotsford, Chilliwack & Hope	CPM is lower when no audience segments are selected
Total			83,333	\$1,000			

Variations of \$3000 per month

Ad Unit(s)	Section/Placement	CPM	EST Impressions	Cost p/m	Geo	Target Markets Selected	Audience Segments
Standard Banners 728x90, 300x250, 320x50, 300x50	Mobile App, Mobile Web, Tablet App, Desktop Web	\$13.50	222,222	\$3,000	English	Geo Campaign Objective FOR EXAMPLE: The Lower Mainland	FOR EXAMPLE: adventure + outdoor enthusiasts, contextual travel segments, mountain bikers, hikers, campers, fishing enthusiasts, families, active families, travelers with pets,
Total			222,222	\$3,000			

Ad Unit(s)	Section/Placement	CPM	EST Impressions	Cost p/m	Geo	Target Markets Selected	No Audience Segments
Standard Banners 728x90, 300x250, 320x50, 300x50	Mobile App, Mobile Web, Tablet App, Desktop Web	\$12.00	250,000	\$3,000	English	Geo Campaign Objective FOR EXAMPLE: The Lower Mainland	CPM is lower when no audience segments are selected
Total			250,000	\$3,000			

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