

Curl BC has a mobile responsive website which attracts more than 100,000 visits every year.

New content appears every day during the curling season and frequently all year round.

Find out how you can reach our audience through advertising on the Curl BC website.



## ADVERTISING

Curl BC's website is visited by more than 60,000 unique visitors a year, with the average visit lasting more than two minutes. We pride ourselves on keeping our content fresh and relevant, which drives people to the site and keeps them there.

Your advertisement will appear on all pages within www.curlbc.ca for the duration of the time booked. If a premium ad is booked, the ad will also appear on the home page. Your advertisement can either be supplied as finished artwork to the specifications provided below, or if you need assistance creating your advertisement, contact Rebecca Connop Price at 604-333-3617 or email rconnopprice@curlbc.ca.

## DEADLINES

All finished artwork must be supplied no later than **five working days** prior to first day of the booked month. If you need assistance in creating your advertisement please contact Rebecca no later than **10 working days** prior to first day of the booked month.

## POSITIONS & COSTS

Please Note: Curl BC retains absolute discretion over the content of any advertisement, published in print, electronically, or by other means.

### Right Side Web Button

245 x 210 Pixels (width x height)  
 \$60 per month (non-members)  
 \$35 per month (members)

### Right Side Skyscraper

245 x 500 pixels (width x height)  
 \$110 per month (non-members)  
 \$75 per month (members)

### Premium Right Side Skyscraper

245 x 500 pixels (width x height)  
 Includes placement on the home page  
 \$150 per month (non-members)  
 \$95 per month (members)

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245 pixels



Sample Right Side  
Web Button

210 pixels

245 pixels



Sample Right Side  
Skyscraper

500 pixels

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## PAYMENT

Invoices will be issued once your advertisement has been booked and payment will be due within 30 days of the invoice date. Cheques should be made payable to Curl BC.

## HOW TO BOOK

Please contact Rebecca Connop Price, Curl BC Communications and Marketing Manager:

[rconnopprice@curlbc.ca](mailto:rconnopprice@curlbc.ca)

Curl BC

Suite 2001A - 3713 Kensington Avenue

Burnaby, BC

V5B 0A7

## TECHNICAL SPECIFICATIONS

Artwork must be submitted in an RGB file format (png, jpg, or gif).

There are two sizes of advertisements available:

- Web Button 245 x 210 pixels (width x height)  
(Submissions no larger than 40 kilobytes)
- Web Skyscraper 245 x 500 pixels (width x height)  
(Submissions no larger than 100 kilobytes)

Please send your advertisement via email to [rconnopprice@curlbc.ca](mailto:rconnopprice@curlbc.ca).