



Reaching new customers is SO easy with Oakville.com

Most websites make online advertising sound so complicated with talk of 'impressions', 'CPM', 'CPC', 'run-of-site', 'click-throughs', 'ad inventory'. What's it all mean???

At Oakville.com we use plain, everyday language so that you can understand what online advertising means to you and how your marketing dollars can have the biggest impact

So, here, in basic terms, is our promise to you:

1. Your advertisement will be viewed by a **highly targeted audience** of Oakville residents and business professionals who visit Oakville.com daily searching for local businesses, shops, events, public services, community information, news, schools, classifieds and more.
2. Your advertisements will be delivered at an extremely **competitive price**.
3. In addition to the more than **60,000 regular visitors per month** Oakville.com continuously attracts more/new viewers through numerous sales and marketing promotions, campaigns, new site features, updates, fresh articles and content and more.



YOUR OPTIONS

advertising

Buying an online ad is like buying an ad spot in the paper except in the paper your ad appears in one issue and on 1 page unless you pay for more exposure. Our online ads appear on several pages throughout the site for the whole month and are seen several times per visit. In addition, you get instant results when someone clicks on your ad and is taken directly to your business' website.

Most Visible (Leaderboard)

- Size:** 728x90
Location: Across the top of every page of the website.
Visibility: At least 200,000 times per month.

Highly Visible (Bigbox)

- Size:** 300x250
Location: On the Homepage, plus all News and Events pages.
Visibility: At least 150,000 times per month.

Very Visible (Skyscraper)

- Size:** 160x600
Location: All pages of the Business Directory and Classifieds
Visibility: At least 200,000 times per month.

*Design services: Want to try an ad but need someone to design it? We can also whip up creative for you!



site sponsorship

Choose from 6 **exclusive** site sponsorship spots.

Location: Homepage, Directory, Events, Jobs, Real Estate, Classified sections.

Visibility: Exclusive sponsorship spots receive 1000's of views per month from your target audience and send viewers to a dedicated page describing your company or organization.

business directory

Our Business Directory listing profiles your company in up to 3 categories and **rotates your company logo on the Homepage**. Your listing is also highlighted and displayed at the top of your categories and for all searches performed on Oakville.com.

about us

Oakville.com is the leading go-to resource for residents, businesses and visitors who are looking for the major 'happenings' in Oakville. Community focused, Oakville.com is also the fastest growing online site for city-based content providing more than 60,000 visitors per month with new articles, editorials, business listings, updates, current events, public service information, classifieds and more. Ranked #1 for most Oakville keywords, Oakville.com's successful SEO efforts and recent marketing activity have seen a 68% increase in its daily visitor traffic.

contact us

For more information on our site, advertising packages, how to submit an ad or to request a customized quote for your business, please call or email us at:

Phone: 905.901.3007

Email: sales@oakville.com

For online savvy marketers, here's what you crave:

Demographics

Gender: Female 66% / Male 34%
Age: 42.4% 35-49 years
40.2% 50+ years
15.0% 18-34 years
Education: 72% College level or greater
Income: 61% \$60,000 + per year

Site Details:

Visitors: 60,000 per month
Page views: 5 page views per visitor
Duration: 2-4 minutes per visit

