



Media Kit 2020

THE GEORGIA
straight



Say Hello to the *Georgia Straight*

Since 1967, the *Georgia Straight* has been delivering thought-provoking stories that impact Vancouver, the city we love and call home.

The unrelenting pursuit of **fact-based journalism** is the driving force behind what we do. We are inspired by Vancouver's dynamic diversity and strive to celebrate it by including people from all backgrounds and experiences.

Through its commitment to the community, the *Georgia Straight* has forged **long-standing relationships** with the city's changemakers in business, arts & culture, government, health care, and the cannabis community.

“ Diversity is our strength. ”

THE GEORGIA
straight

Our audience

Total monthly readers
print + online = **2.2 M**

2.1M+
new users
per month

4M+
monthly
page views

75%
mobile
readers

55%
male

45%
female

Social Media + Newsletter Opt-In Subscribers



99K



51K



147K



45K

Online: data per Google Analytics April 2020.

THE GEORGIA
straight

Our followers are

Art & Theatre Aficionados Health & Fitness Buffs
Foodies Green Living Enthusiasts
Movie, Music & Book Lovers Business Professionals
Avid News Readers *Shoppers*

Age

29%	25-34
23%	35-44
19%	45-54

Education

35%	Technical
33%	Post-Graduate
32%	Completed University

Income

39%	\$125K+
33%	\$100 – \$125K
28%	Other

Online: data per Google Analytics April 2020

“ They are culturally active adults. ”

THE GEORGIA
straight

Family of Brands

The *Georgia Straight* is a subsidiary of Media Central Corporation Inc., an independent and alternative media company catering to Canada's creative class. Media Central's national network gives advertisers access to 4.5 million of Canada's most influential decision makers.



The Georgia Straight

Since 1967, the *Georgia Straight* has been the voice of Vancouver, winning countless awards for its penetrating coverage and analysis of urban issues, transportation, the economy and environment, food and beverages, real estate, arts and culture, education, and the LGBT and other diverse communities. Vancouver wouldn't be Vancouver without the *Georgia Straight*—it's part of the fabric of the city's identity.



NOW Magazine

NOW Magazine is an iconic Canadian media brand that has defined and pioneered independent news over the course of 39 years. It is the voice of the creative class in Toronto, Canada's largest and most diverse city.



CANNCENTRAL

CannCentral

Launched in 2019, CannCentral.com is the quickly growing voice of the cannabis industry. With an in-depth look at the rapidly developing news and lifestyle trends of legal cannabis. It is poised to become a central source of information in the evolving cannabis world.



ECENTRALSPORTS

eCentral Sports

eCentral Sports is the home base for the creative class eSports fan in search of the latest news, cultural coverage, insights from experts, event access, stats, and local experience guides.



MEDIACENTRAL

Branded *content*

Build awareness, influence, and authority for your brand, products, and services by getting published in the *Georgia Straight* with sponsored content solutions.

Sponsored content gives you the opportunity to **educate your audience on a much deeper level** than a simple banner ad, and allows you to **demonstrate thought leadership in your niche**. Gain credibility and extend your reach.

- Target locally, nationally or internationally
- Reach our large audience of millennials, gen z, influencers and tastemakers
- Target by category of interest
- Demonstrate your knowledge and establish credibility
- Enhance reach, awareness and public relations
- Increase website traffic to priority pages
- Support online marketing efforts by growing your digital footprint

Add ons: sponsored content in print, contesting, companion banners

Custom Content (A)

Includes:

- Interview, up to 750 words
- Client provided photos
- Sponsored social posts on Facebook, Instagram and Twitter
- Inclusion in the Georgia Straight newsletter
- Read guarantee: 4,500 reads
- Performance Report

Cost: **\$1,800**

Mini Custom Content (B)

Includes:

- Up to 350 words (no interview)
- Client provided photos
- Sponsored social posts on Facebook, Instagram and Twitter
- Inclusion in the Georgia Straight newsletter
- Read guarantee: 2,750 reads
- Performance Report

Cost: **\$1,100**

THE GEORGIA
straight

Our social media

THE GEORGIA
straight

Amplify your brand message by reaching the *Georgia Straight's* large social audience of millennials, Gen Z, influencers and changemakers with sponsored posts, virtual events, and contesting.



99K followers

40% male | 60% female



51K followers

38% male | 62% female



147K followers

34% male | 66% female

Instagram

1x sponsored post **\$300**

3x sponsored post **\$795**

Twitter

1x sponsored post **\$250**

3x sponsored post **\$795**

Facebook

1x sponsored post **\$500**

3x sponsored post **\$1295**

Social Trio

1x post per social platform **\$750**

Social Contest

Includes:

- 1x week on straight.com contest page with gallery of submissions
- 1x contest post on Instagram, Facebook, and Twitter

Cost: **\$1000**

Twitter Retweet Contest

Includes:

- 1x contest tweet on @georgiastaight Twitter with image and URL
- Tweet pinned for 24 hours
- winner announcement Tweet (maximum 10 winners per contest)

Cost: **\$350**

Our ad banners & takeovers

If you're looking to **build brand awareness** and **reach new customers** on a trusted website with local authority, we're more than happy to help make that connection. With over 20 niche content categories to choose from, we'll make sure we place your ads in the right place, at the right time, for maximum impact in front of an engaged audience who trust us.

Section Takeover

Premium: News	\$1350
Tier 1: Life	\$625
Tier 2: Home/Movies/Confessions	\$350
Tier 3: Food/Arts/Music/Cannabis	\$275
Tier 4: Contests/Tech	\$100

Skins: + \$100

Editorial Story Takeover

(30 days)

2,500 PV	\$350
3,750 PV	\$525
4,500 PV	\$630
6,250 PV	\$875
8,750 PV	\$1,225

Desktop CPM Rates

Open Rate	\$14
Big Box 1 & Leaderboard	\$14 - \$10
Big Box 2 & Skyscraper	\$9.50 - \$7.50
Big Box 3 & Footer	\$5 - \$7
Outstream (in content) video	\$28 CPM

Takeovers (ad units/sections), includes:

Leaderboard

970 x 250

Footerboard 728 x 90

Big Box
(1,2,3)
300 x 250

ROS Ad* 468 x 72

* for web guides only

Mobile 320 X 50

Skins (optional) 1920 x 1080

Skyscraper
160 x 600

THE GEORGIA
straight

Programmatic *advertising solutions*

A powerful and holistic solution for digital advertising using a variety of websites and served across all ad formats and screens. Designed to reach your specific audience using unique keywords and targeting capabilities. It's the fastest and most efficient way to create awareness and drive your target audience to take action.



Responsive



Demographic



Geo-target



Social Platforms

Targeting Capabilities based on:

DEMOGRAPHIC

Age/Gender/HHI/
Career/Ethnicity

BEHAVIORAL

Clicks/History/
Social Networks

RETARGETING

Targeting based on
people who have already
visited your website

CONTENT

Targeting based on the
sites and content they've
purchased from and visited

GEO

Country/Region/City/
Postal Code/Radius

SOCIAL

Facebook/Twitter/
Instagram/Google

FREQUENCY CAPS

limits the number of times
a user sees your ad

TIME OF DAY

based on most likely to buy

Custom Quotes Available

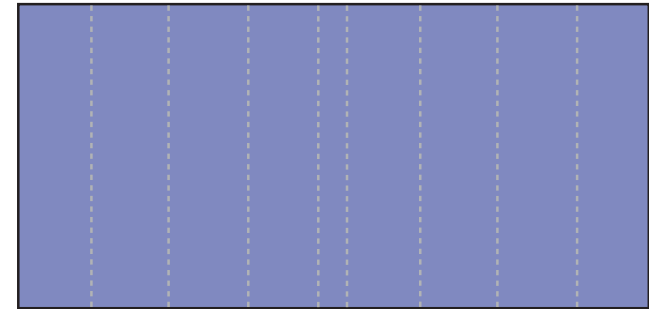
THE GEORGIA
straight

GEORGIA STRAIGHT RETAIL RATE CARD 2020

INSERTIONS	1 time	2-5	6-11	12+
DISCOUNT		10%	20%	30%
Full	4,898.00	4,408.20	3,918.40	3,428.60
Half	2,528.00	2,275.20	2,022.40	1,769.60
Third	1,556.00	1,400.40	1,244.80	1,089.20
Banner	1,407.00	1,266.30	1,125.60	984.90
Quarter	1,057.00	951.30	845.60	739.90
Eighth	724.00	651.60	579.20	506.80

Rates are net.

Frequency rates and custom packages available.



DOUBLE PAGE

19.66" W x 9.67" H

PUBLICATION DATE

Every Thursday

DEADLINES

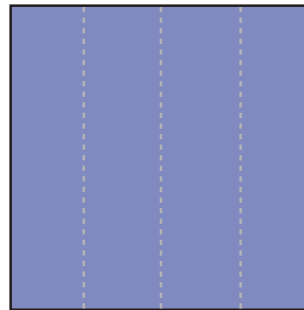
- Booking: Monday prior to publication date, 3pm.
- Creative (no proof required): Monday prior to publication date, 5pm.
- Creative (proof required): Friday prior to publication date, 3pm.
- Correction Submissions: Tuesday prior to publication date, 12pm.
- Ads cannot be canceled after booking deadline.
Note: Earlier deadlines for statutory holidays.
Five additional business days required for premium placed ads (Page 2, 3, 5, centrespread, back page, and wraps)

COLOUR

- Pricing varies with size.

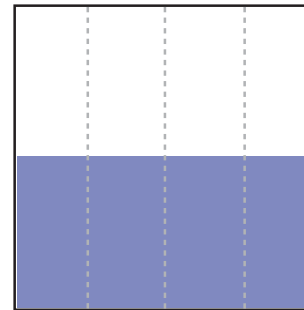
FULL PAGE PREMIUM AD SIZES AND PLACEMENT

- Page 2, 3, 5, Centrespread and Back Page.
- Two and Four page wraps also available.
Ask your Georgia Straight representative for details and availability.



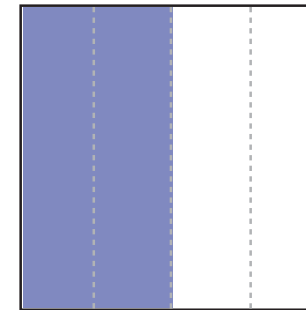
FULL PAGE

9.17" W x 9.67" H



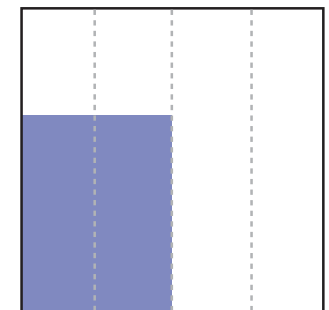
1/2 PAGE

9.17" W x 4.75" H



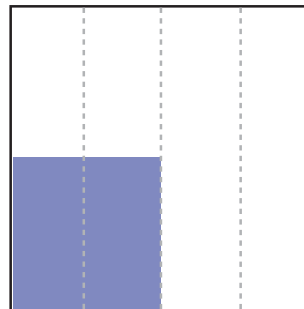
1/2 PAGE

4.5" W x 9.67" H



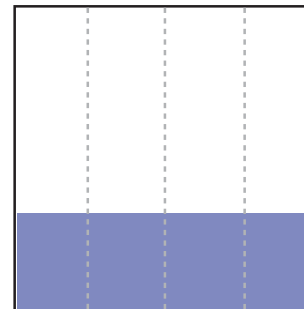
1/3 PAGE

4.5" W x 6.39" H



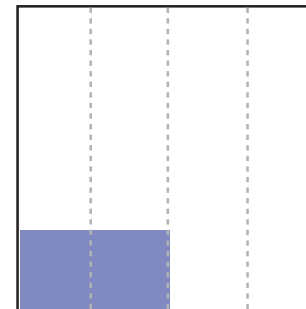
1/4 PAGE

4.5" W x 4.75" H



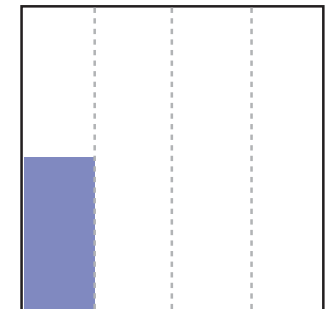
BANNER

9.17" W x 3.11" H



1/8 PAGE

4.5" W x 2.29" H



1 COLUMN

2.17" W x 4.75" H

Effective June 18, 2020

Let's work *together*

Digital

Print

Video Creation

Programmatic

Content Creation and Partnerships

Social

Contesting

Custom Collaborations

Newsletters

Branded Content

No longer immersed strictly in the realm of print, we understand that **marketing solutions** need to be **as unique as your business goals**.

Our team is experienced in creating **powerful, engaging and effective messaging** across all platforms.

Connect with us

@georgiastaight | sales@straight.com

THE GEORGIA
straight