



# LEVERAGE OUR VOICE TO MEET YOUR GOALS

**MEDIA KIT 2023**

# NOWCITIES



Facebook

**105K**

Followers

**2.9M**

Post Reach/month

**533K**

Post Engagement  
per month



Instagram

**81K**

Followers

**1.3M**

Impressions/month

**1M**

Post/Reach



Twitter

**26K**

Followers

**352K**

Post Reach/month

**3K**

Profile Visits/month

# LEVERAGE OUR VOICE



Website

**3.6M**

Users

**72M**

Page Views



Newsletter

**18K**

Daily  
Subscribers

**18K**

Weekend  
Subscribers

Data in this graph is presented by the cities listed here



# KAMLOOPS



Facebook

**22K**

Followers

**943K**

Post Reach/month

**141K**

Post Engagement  
per month



Instagram

**12K**

Followers

**65K**

Impressions/month

**44K**

Post/Reach



Twitter

**5K**

Followers

**84K**

Post Reach/month

**500K**

Profile Visits/month

# LEVERAGE OUR VOICE



Website

**8.7M**

Users

**1.7M**

Page Views

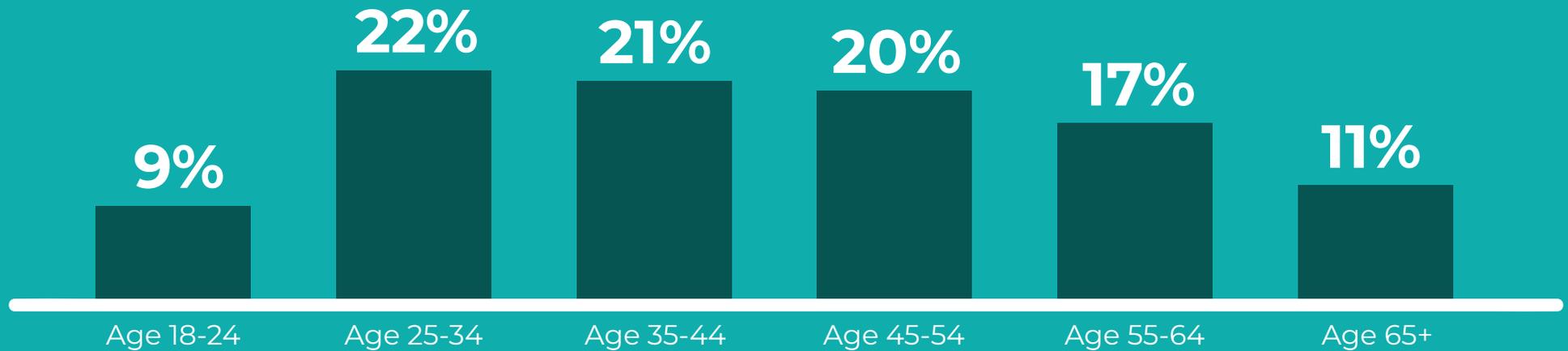


Newsletter

**3.3K**

Daily  
Subscribers

# OUR DEMOGRAPHIC



Male



Female



## Mobile Users

65% of NowMedia users use our services via a mobile device.

# WHO WE ARE

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## **We Are Local**

Because we are locally owned and operated, we understand the local market better than most.

## **Our Values**

Our caring and positive coverage demonstrates that we are a compassionate voice for the community.

## **Partner With Us**

Align your brand with a media outlet that puts the community first.



# FRIENDS WE'VE WORKED WITH



# BRANDED CONTENT PROCESS MAP

1

## Starting Now!

First, we get to know your goals. After gathering information during a discovery meeting, we create a brief and share it with the team.

2

## Brainstorm Session

Our team takes a look at your campaign objectives and comes up with the most effective execution plan.

3

## Published!

Once the campaign is published, we amplify the content on our channels (if applicable) and share a live reporting link for social campaigns with your team.

4

## Review and Report

After the campaign, we send out a post-campaign report for you to review.

1. Creative concepts pitched to the client.
2. Client approval.
3. Content draft created.
4. Client revisions (if applicable).
5. Final approval.

# SPONSORED CONTENT ARTICLE

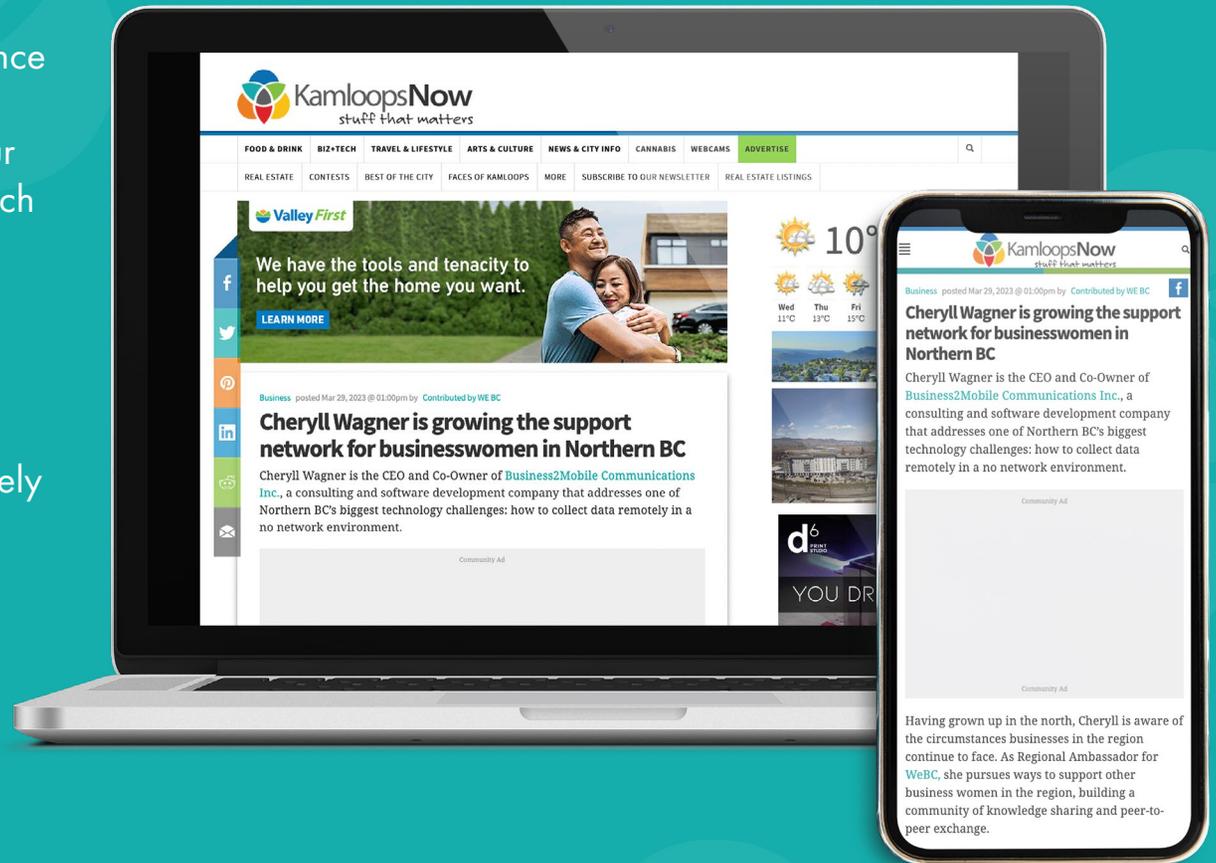
Our content writers know our readers best. They'll use our brand voice and their experience to tell your story in the most effective way possible. We'll amplify your message with our positive brand voice and extensive social reach to achieve your campaign objectives.

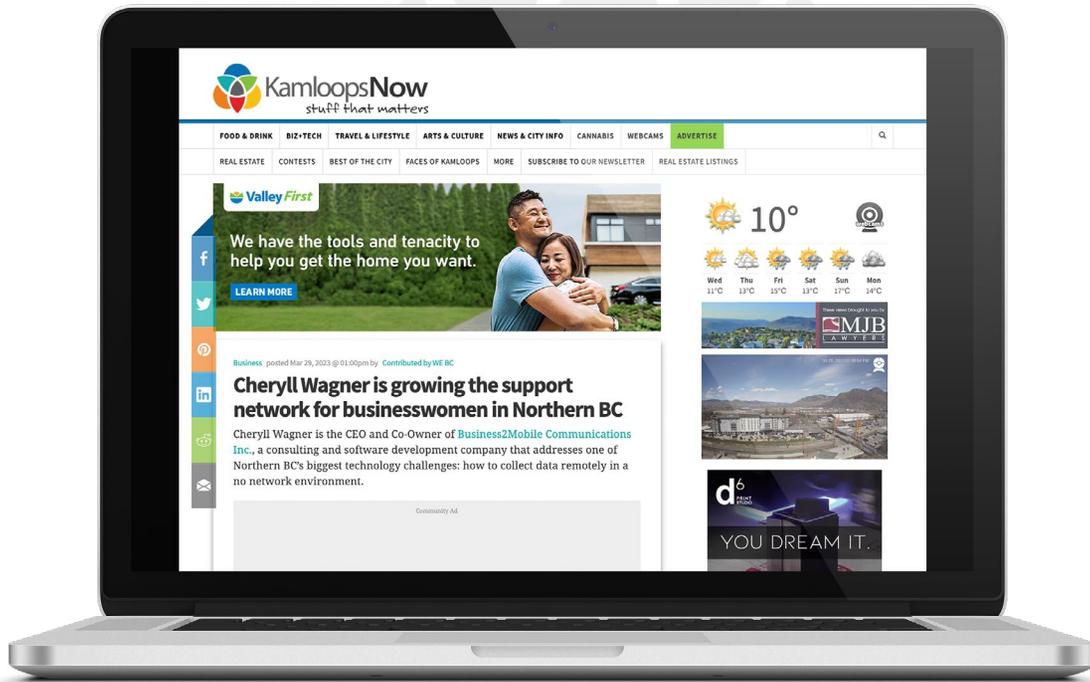
## What You Get:

- Content strategy
- Placement in newsletter
- Article hosted on the Now Platform indefinitely
- Article posted on Facebook
- Twitter, LinkedIn
- Instagram story with link to article
- 500 reads guaranteed
- Includes 1 round of revisions
- Link to report

## Estimated Full Production Time:

2 - 3 weeks, contingent on client communication.





## ADVERTORIAL CONTENT

Because advertorial content is entirely produced by you, you have full content control and a quick turnaround time.

## PRESS RELEASE

We help amplify your press releases or public notices by leveraging our platform to reach the broader community.

### What You Get:

- Catchy headline and social caption if required
- Article hosted on Now Platform indefinitely
- Posted on Facebook, Twitter, LinkedIn
- No revisions, but will be subject to final approval from NowCities team
- Instagram story with link to content
- Placement in newsletter

### Estimated Production Time:

3 - 5 days



## SPREAD THE WORD

If you're looking to share regular announcements, we can help your message stand out. By sharing your press release or public notice on our NowCities platforms, we can help you reach a wider audience. You provide the content, and we'll provide the platform. Together, we can give your message the attention it deserves.

### Press Release (Contributed)

10 pack - \$2500

Must be used within one year

### Public Notices\*

10 Pack - \$1500

One-off - \$300

\*public notices do not go through our social channels

# DISPLAY ADVERTISING

Take your business's visibility to the next level by featuring your brand on the NowCities platform or in our daily newsletters using engaging rich-media banners that drive traffic directly to your website.

## Ad placements:

- Homepage
- Run of Site
- Homepage Takeover
- Newsletter
- Category Sponsor

## Sizes available:

- 728 x 90
- 300 x 250
- 970 x 250
- 300 x 600
- 770 x 256

## Estimated Production Time:

5 days, contingent on client providing creative files



# ORGANIC INSTAGRAM POSTS

Make your brand known on Instagram. Let our growing Instagram accounts work for you by featuring your custom content in our feed. Our social team will work with you to create the perfect caption and maximize engagement, so your message gets the attention it deserves.

## What You Get:

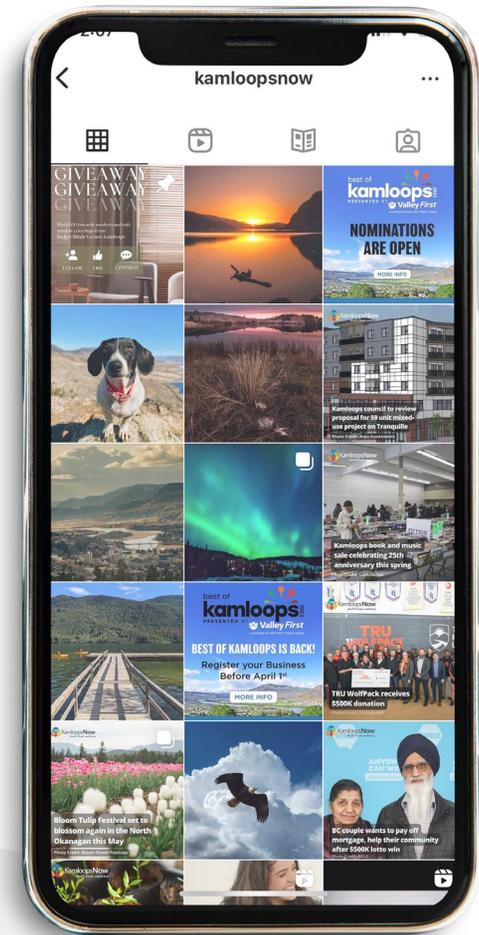
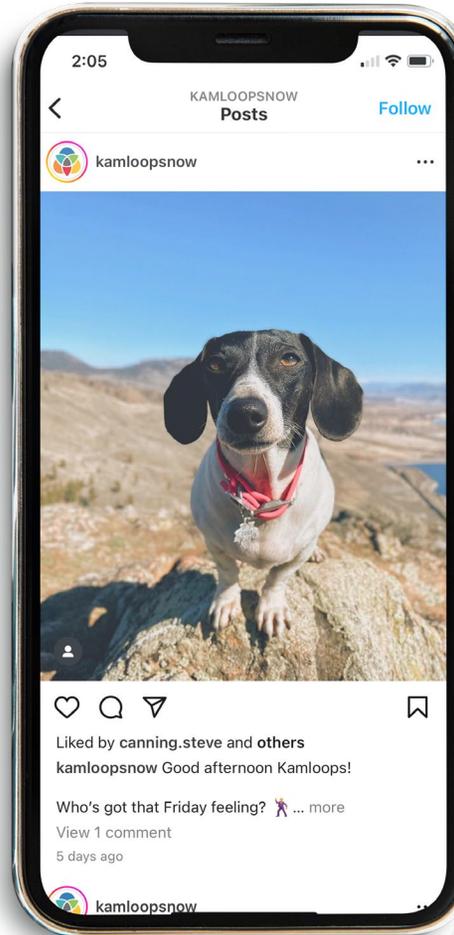
- One video or photo post on NowCities platform Instagram Feed
- Post hosted indefinitely on selected platform's Instagram feed
- Opportunity for carousel posts
- Max of 3 hashtags and/or handle tags

\*client must have access to their business Instagram account and add Now platform as brand partner.

(instructions to be provided)

## Estimated Production Time:

1 week



## ADDITIONAL INSTAGRAM

Utilize the massive reach of the NowCities Instagram following and drive traffic directly to your content or website.

### Story:

- Photo or video (15 sec or less) post on our Instagram Story
- Live for 24 hours from publishing time
- Can include a link in the story
- Client handles and hashtags included

### Reel

Maximize social engagement with a reel. Use a high-quality video or series of clips to tell your story. Reel content must be organic in nature. You will also receive a caption for your reel to explain more about what your business offers.

### Estimated Production Time:

5 days contingent on client providing creative files.



# CONTEST MANAGEMENT

## Social Contest:

- Contest posted on Now Platform Instagram OR Facebook
- NowCities will monitor entries and choose winner(s) at random
- Co-ordination of prize pick-up
- Contest report
- Instagram swipe-up to contest
- Add-on opportunity
- Entry requirement to follow your account, growing your audience

## Estimated Production Time:

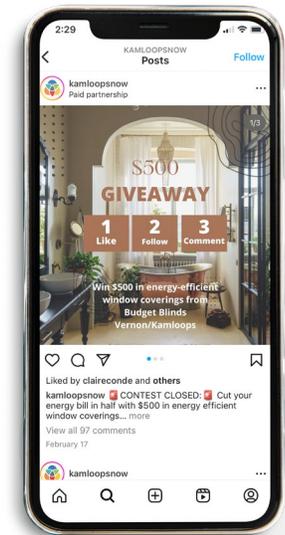
1 - 2 weeks

## Digital Contest:

- Article hosted on Now platform with contest form
- Posted to Facebook, Twitter, Instagram post and story
- NowCities will monitor entries and choose winner(s) at random
- Placement in newsletter
- Co-ordination of prize pick-up
- Contest report
- Add-on opportunity - Collect opt-in data
- Add-on opportunity - Rich-Media Contest

## Estimated Production Time:

1 week





**Tell us your goals and we'll  
work with you to customize  
a campaign to reach them**

# WE ARE THE NOWMEDIA GROUP

Our common thread between all six strategy units is that we are storytellers.

## Let's Get Started.

Let's connect and discuss your goals - we're ready when you are!

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Kelowna, BC

Find us on:

