



WEST ISLAND NEWS

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www.westislandnews.com

WEST ISLAND NEWS

West Island News is an up-to-date information website published in English that allows citizens to keep informed on what is happening in the West Island, as well as their connection with the city of Montreal. Featuring local news, relevant topics, timely information, and updates, it's a modern-format, award-winning community newspaper written for - and by - the community. As the largest, most trusted local news source, we have the most coverage in the West Island of Montreal. West Island News is a registered News Publisher on Google.

WEBSITE OPTIONS

Website **Banner ads**

Our favorite sponsors love to show off their logos and messages in the form of an ad on our site. Every article read sees your name this way. We can embed your ad within a hot article too. You provide the graphic or we can do it for you for a fee of \$75.00.

<p>Top ad size: 600x140 \$500 Per Month</p> <p>Square: 350 x 350 \$500 Per Month</p> <p>Mid page ad: 1,000px x 200px \$750 Per Month</p>

FACEBOOK OPTIONS

During major news events or in times of community crisis, our audience turns to us as their trusted source for up-to-the-minute breaking information and as a way to feel more connected to the community that we are all in together. We've seen our weekly Facebook reach surge over 29 million during these times.

Facebook Posts Package \$625 for 4 posts over 12 months (payable in one installment)

A versatile advertising option, this 4-Post Package allows you to share your content via our Facebook platform over a 12-month period. The text, images and link must be provided by you at least one week in advance in order to optimize the timing and reach of the post.

Facebook Banner Ad \$500

You provide the graphic, business name and location, and the promotion you want to highlight, and we'll pin your ad to the top of our Facebook page for one week (Sunday to Saturday). Banner ad graphic creation available for \$65.

Facebook Segment - Rhonda's Fun Finds \$500

Weekly 5-minute product showcase segment. Why not have your product shown off to thousands by our trusted local influencer.



COMBINATION PACKAGES

Featured Article: **Website and Social Shares \$650**

Together, we will write a sponsored 300-word blog post about your business that allows you to reach out to our readers and make connections. It is simple and easy to do - provide us with reasons for our readers to use your services or buy your products. Provide us with at least one picture (up to three) so people can get a feel for what you do.

Featured articles remain on our website home page for one (1) week and are always part of our historical content.



VIDEO OPTIONS

Facebook Live Video **\$500**

We'll share a Facebook Live video of your event, your business, topic advice, or any other content that will be relevant for our local audience. Additional fees apply for locations outside of the West Island.

Professional Video Spotlight and Article **\$850 per video or \$1,900 for a series of 3**

We'll guide you as we create your marketing story, and produce and edit a professional video to shine a spotlight on your business topic or cause, accompanied by a 300-word article written by us and published on the West Island Blog



@westislandsnewsofficial
17.2k Followers



West Island News
56k Followers



westislandnews.com
130k monthly visitors
250k monthly ad impressions



13M+
Post Reach



2K+
Story Reach



125K
Post Engagement



82%
Response Rate



RADIO AD ON LITE 106.7 HITS FM

Spot 30 secs \$20

30 second commercial, endorsed and voiced by Rhonda on 106.7 FM.



LITE 106.7 FM RADIO SPONSORSHIP PACKAGES

An ideal way to reach bilingual, female decision makers, and high-income West Island households (from Lachine to Rigaud)

Exclusive Monthly Option - minimum 6 months

\$2,500/Month, exclusively offered to a maximum of 2 sponsors at a time

- 1 run-of-site display ad banner on West Island News
- 1 Social Media announcement per month on West Island News
- Live Video Sponsorship of Rhonda's daily radio segment including 2 name mentions during the segment + 3 daily promos during the day all followed up with a 30 second commercial devoted to each sponsor following the segment. Mentions during show are 15 seconds tops, and promos 7 seconds



WIN vs OTHER LOCAL OUTLETS



Upon request, community sponsorships also available.