

WEST COAST FOOD

WEBSITE ADVERTISING 2024



ABOUT WEST COAST FOOD

West Coast Food is an initiative to brand the Lower Mainland section of the Vancouver, Coast & Mountains region, as a culinary hub, and to promote the food of the various communities, from farm-to-fork, as a driver of tourism. It is made in partnership with destination marketing organizations from the communities of Vancouver, Vancouver's North Shore (City of North Vancouver, District of North Vancouver and West Vancouver), Burnaby, Coquitlam, New Westminster, Richmond, Surrey, Township of Langley and City of Langley.

OBJECTIVES OF THE WEST COAST FOOD PROJECT



PROMOTE THE **METRO VANCOUVER FOOD** SCENE TO VISITORS



ENCOURAGE VISITORS TO **EXPLORE** BEYOND DOWNTOWN VANCOUVER



HIGHLIGHT **GLOBAL** CUISINE AND **LOCAL** TERROIR

PARTICIPATING COMMUNITIES



GEORGRAPHIC TARGET MARKETS

British Columbia
Alberta
Washington State



KEY STATS



226,500+
YEARLY WEBSITE PAGE
VIEWS IN 2022



130,000+
NEW USERS



16,669,000+
YEARLY AD IMPRESSIONS
IN 2022



18,856
AVERAGE MONTHLY
WEBSITE VISITORS



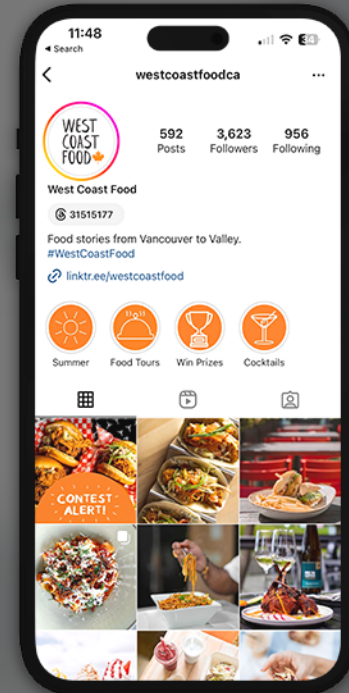
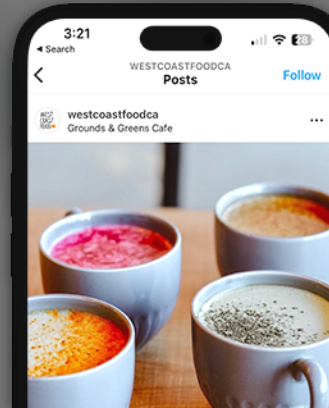
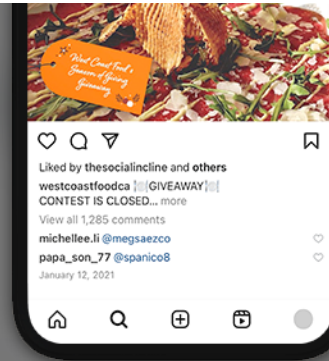
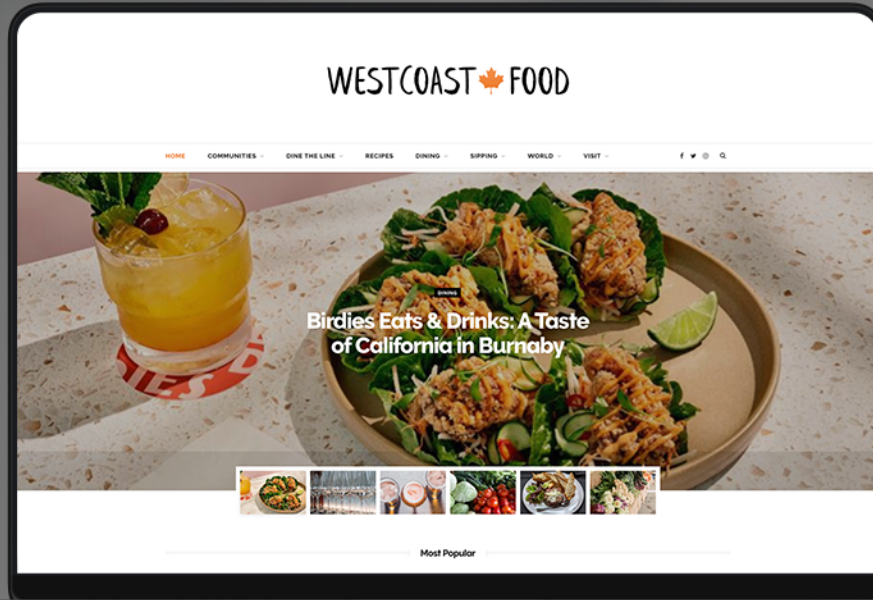
13,594
SOCIAL FOLLOWERS



350,000+
AVERAGE
MONTHLY REACH



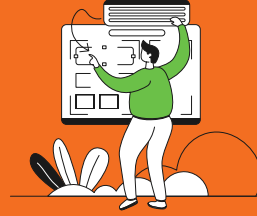
3.5%
AVERAGE
ENGAGEMENT RATE



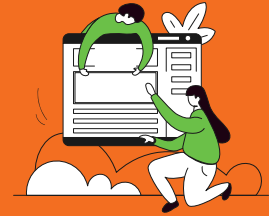
ONE YEAR AD PACKAGES



DISPLAY-ONLY



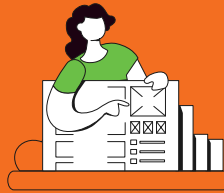
DISPLAY & SOCIAL



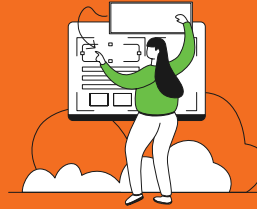
FULL PACKAGE

1 year ad on homepage, right column	✓	✓	✓
6 social media posts, FB, IG Story	-	✓	-
1 newsletter inclusion with opportunity for a discount code	-	✓	-
6 blog posts	-	-	✓
Blog posts posted to social channels & boosted FB, IG	-	-	✓
3 additional social media posts, FB, IG Story	-	-	✓
3 newsletter inclusions with opportunity for a discount code	-	-	✓
	\$900	\$1,800	\$2,200

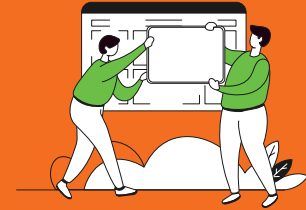
THREE MONTH AD PACKAGES



DISPLAY-ONLY



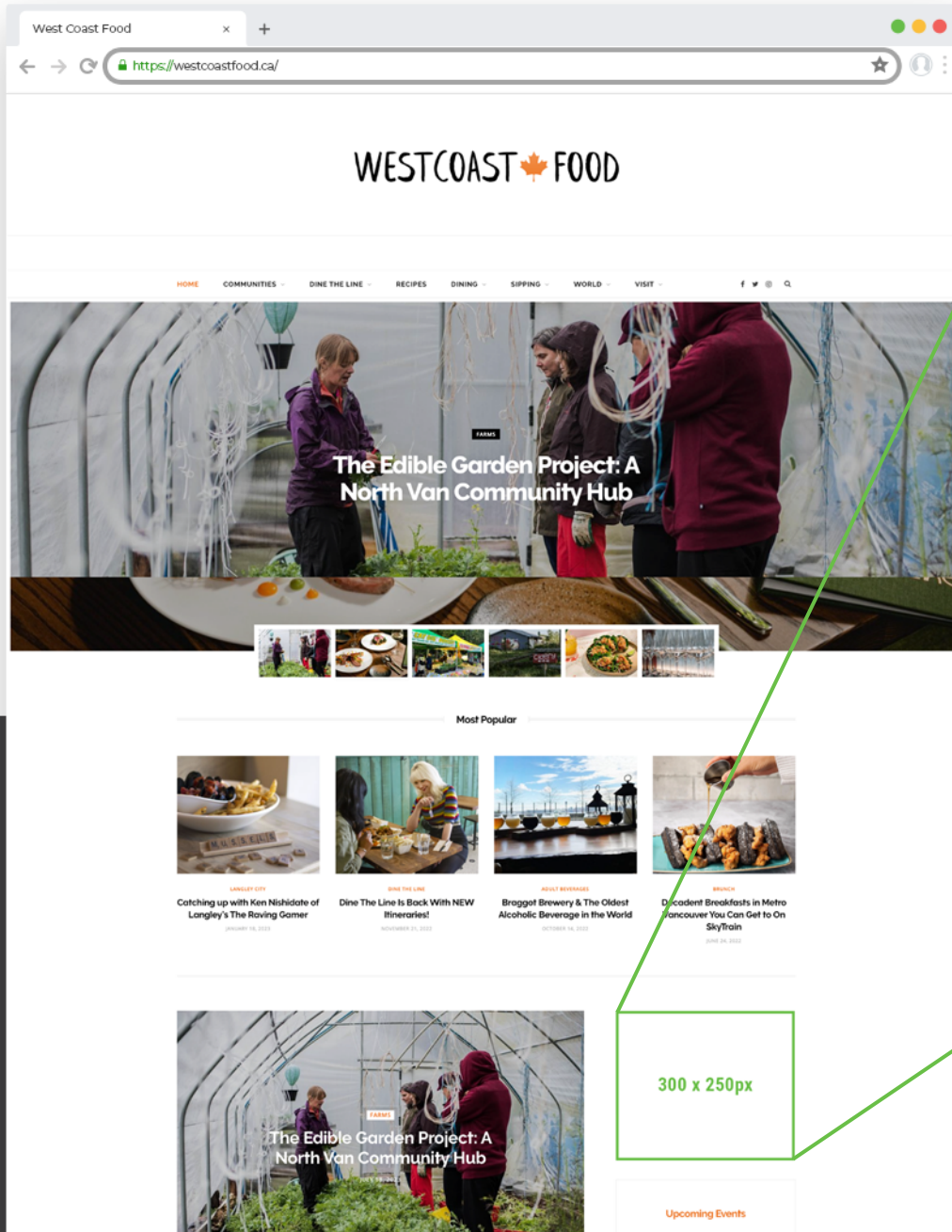
DISPLAY & SOCIAL



FULL PACKAGE

3 month ad on homepage, right column	✓	✓	✓
3 social media posts, FB, IG Story	-	✓	✓
1 newsletter inclusion with opportunity for a discount code	-	✓	✓
1 blog post	-	-	✓
Blog post posted to social channels & boosted FB, IG	-	-	✓
	\$300	\$800	\$1,050

ADVERTISING SPECIFICATIONS

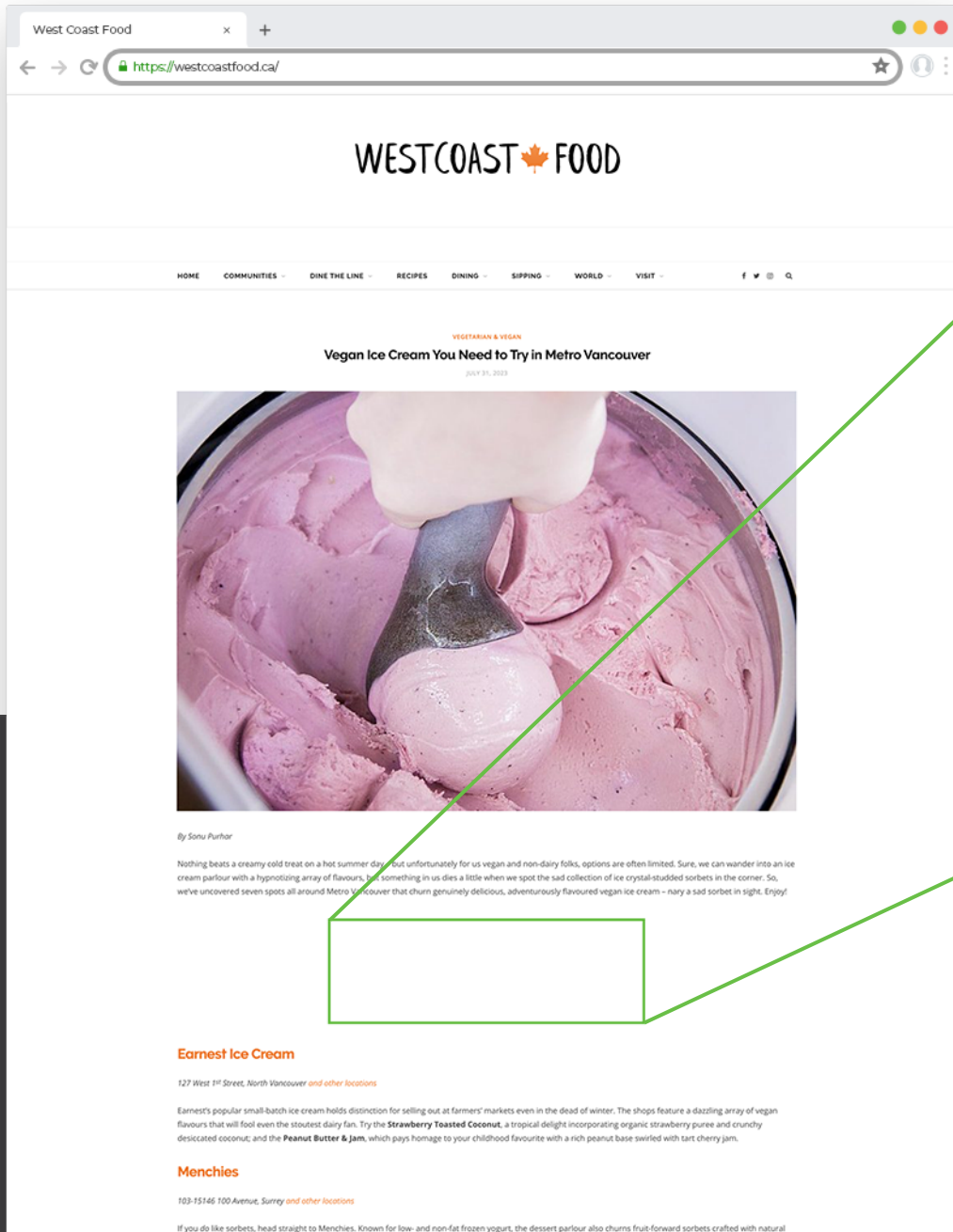


600 x 500px

Allowed formats:
png, jpg, gif

300 x 250px

ADVERTISING SPECIFICATIONS



600 x 200px

Allowed formats:
png, jpg, gif