

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



265,100+
YEARLY WEBSITE PAGE
VIEWS IN 2023



186,300+
NEW USERS



25,631,000+
YEARLY AD IMPRESSIONS
IN 2023



22,097
AVERAGE MONTHLY
WEBSITE VISITORS



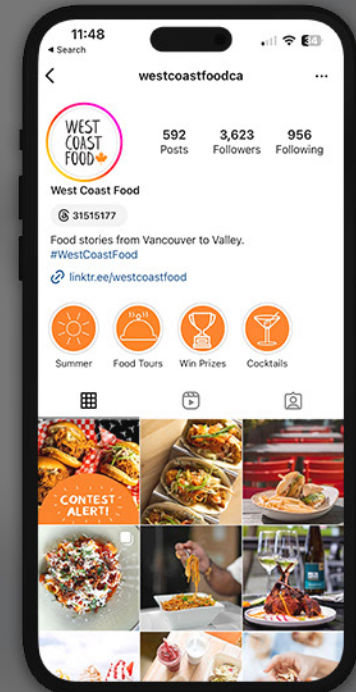
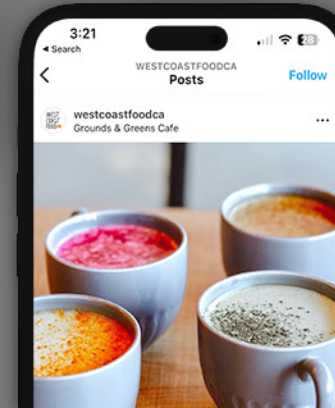
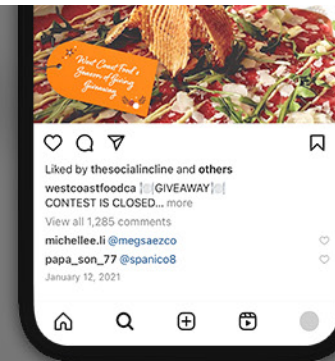
14,845
SOCIAL FOLLOWERS



408,000+
AVERAGE
MONTHLY REACH



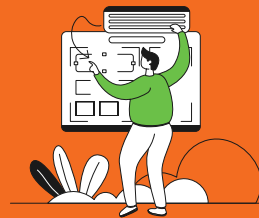
3.6%
AVERAGE
ENGAGEMENT RATE



ONE YEAR AD PACKAGES



DISPLAY-ONLY



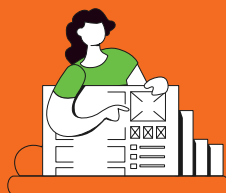
DISPLAY & SOCIAL



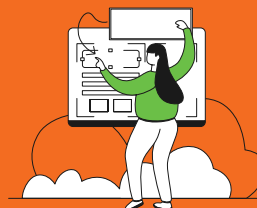
FULL PACKAGE

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



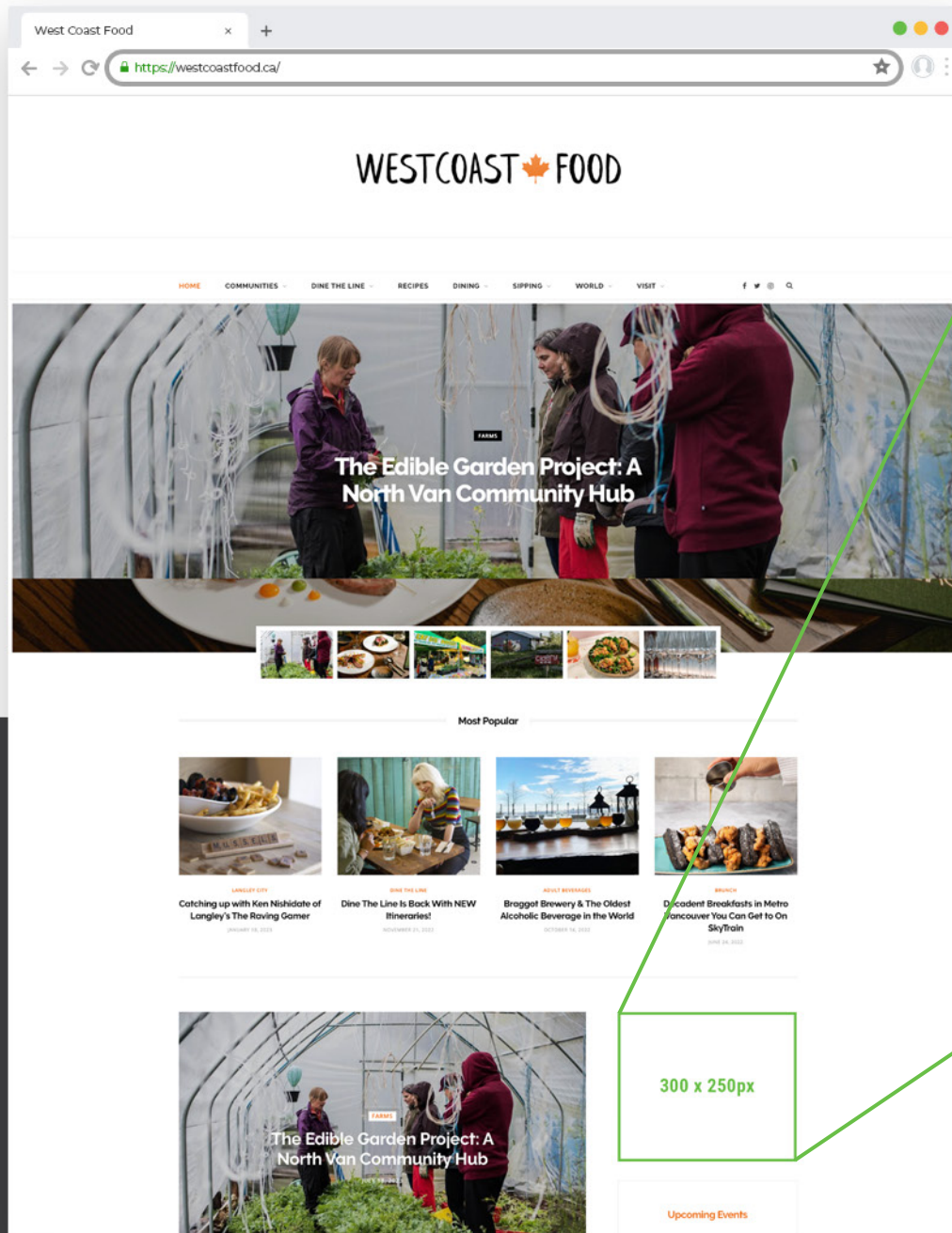
DISPLAY & SOCIAL



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

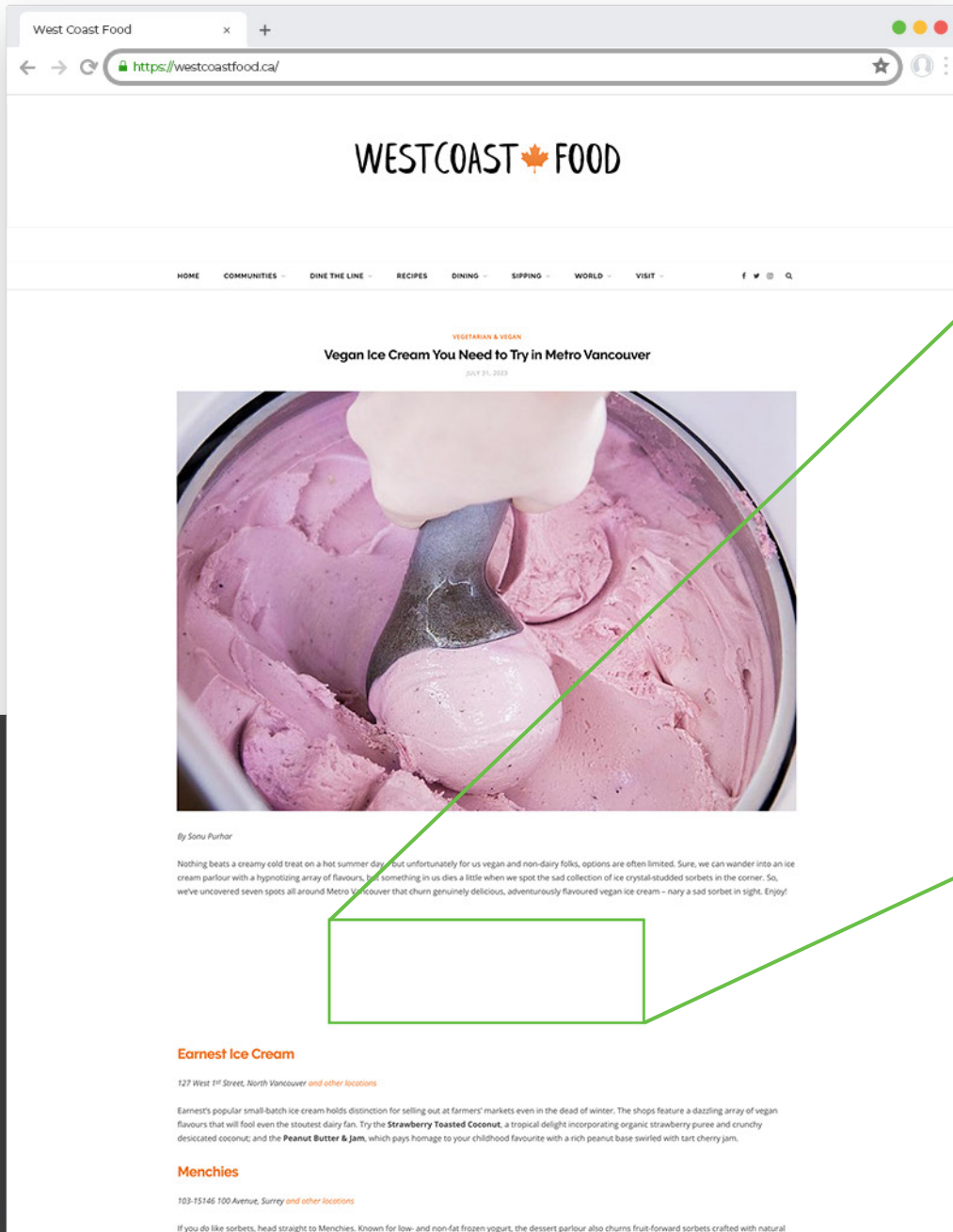


600 x 500px

Allowed formats:
png, jpg, gif

300 x 250px

ADVERTISING SPECIFICATIONS



600 x 200px

Allowed formats:
png, jpg, gif