



MEDIA KIT

UNLEASH THE POWER
OF ONLINE ADVERTISING



PATTISON MEDIA

British Columbia

Alberta

Saskatchewan

Manitoba

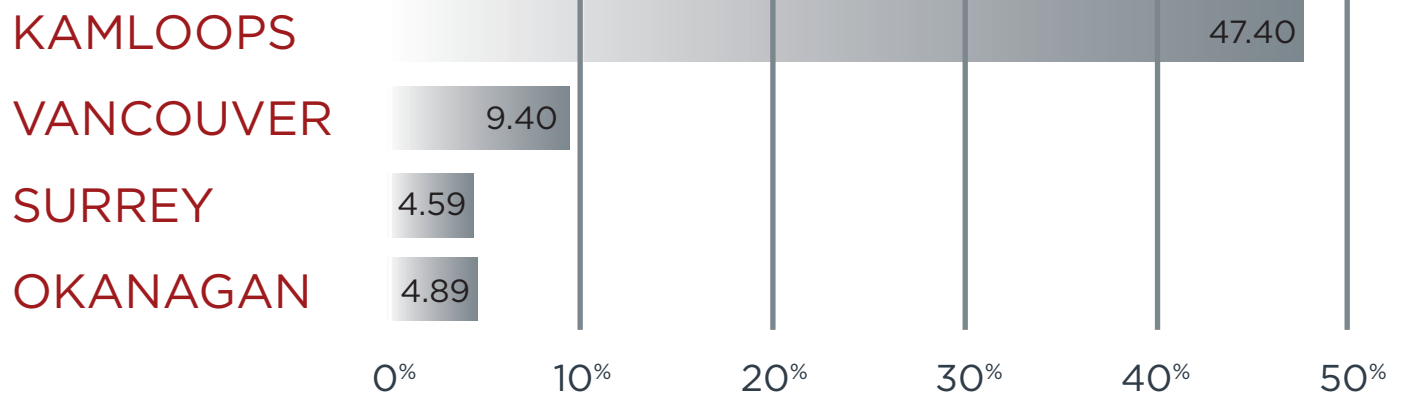
Canada's Largest Private Western-based Radio and Television Company

Pattison Media is proud to be one of Canada's premier radio and television companies. Our group combines **over 90 years of broadcasting expertise**, with Total Team involvement as it builds a reputation as a committed broadcaster serving the needs of listeners, viewers, advertisers, and communities throughout western Canada.



LOCAL NEWS WITH POWERFUL REACH

Visitors by City



11.6 M
Pageviews

Pageviews is the total number of pages viewed on **cfjctoday.com**

The users metrics show how many users engaged with your site **cfjctoday.com**

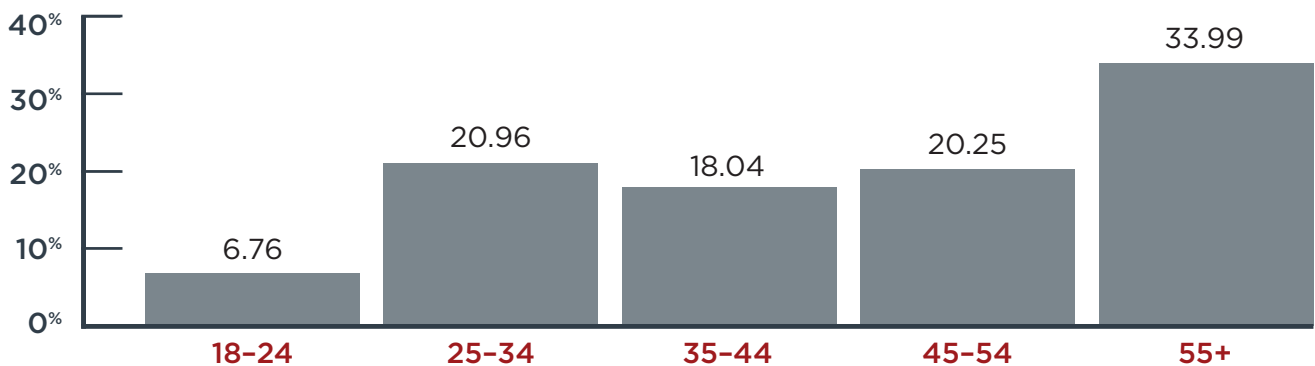
2.7 M
Users

92.7%
Retention Rate

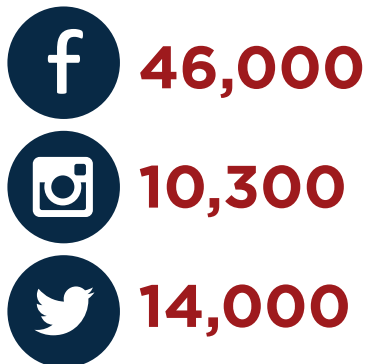
A retention rate is the percentage of customers who are using **cfjctoday.com** to view more than one story.

DEMOGRAPHICS

Users by Age

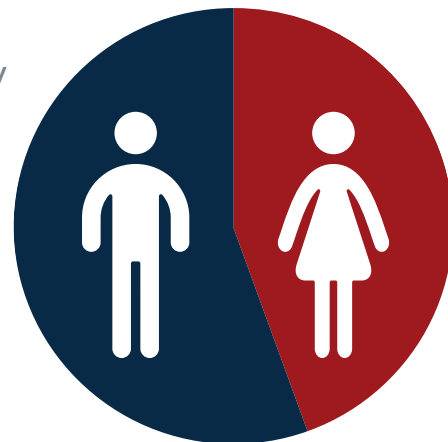


Followers



Users by Gender

Male
55.6%



Female
44.4%

Traffic by Device



DIGITAL AD RATE CARD

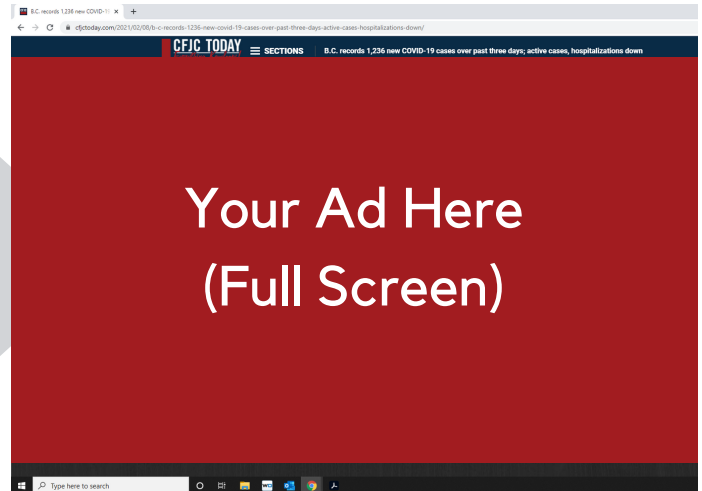
\$600 Per month

Full Page Scroll

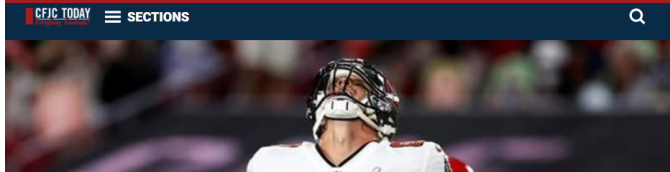
Size: 1920x1080 p

File Format: .jpg, .png

File Size: 200kb



Your Ad Here



SOUND OFF: As government asks us to "do more" to fight COVID, schools politely ask government to do the same
Feb 05, 2021

The total viewership came across all platforms, including the CBS Television Network, CBS Sports and NFL digital properties, Buccaneers and Chiefs mobile properties, Verizon Media mobile properties and ESPN Deportes television and digital properties.

Your Ad Here

\$449 Per month

Top & Bottom Banner

Size: 970x250 p

File Format: .jpg, .png, .gif

File Size: 200kb

\$250 Per month

Premium Box

Size: 300x250 p

File Format: .jpg, .png, .gif

File Size: 200kb

