



is #1

We have the Numbers to get you the BEST results!

Current Annual Reach and Benefits - based on the results in 2022.

Leads to Partners

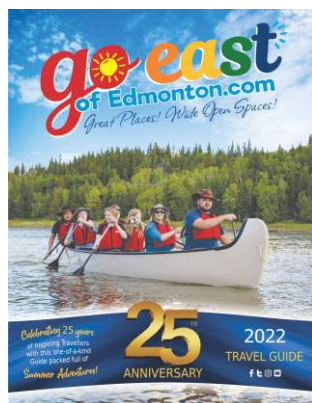
- **1000+** referrals from phone calls, emails and messaging
- **50,000+** click thrus from the Website to partners pages
- **200,000+** Facebook, Instagram, Twitter, E-News, engagements on content. (Clicks, comments, and shares creates leads to partners).
- **200,000+** Google, Youtube (Clicks and interactions on ad content, creates leads to partners).



Google Organic Search

The Go East of Edmonton website appeared over **7.4 Million** times (impressions) from google searches in the past year, resulting in over **140,000 clicks** to partners pages and content on GoEastofEdmonton.com

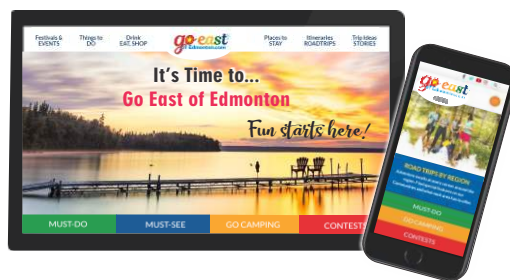
Travel Guide in Print & Online



It's the **#1 most popular** travel guide in the region and at Visitor Centres!



Regional Tourism Website



The **#1 highest traffic and most comprehensive** tourism website in the region.

Growth - over 100,000 Pageviews increase in 2022!

Year Round Ad Campaigns

- **Google, Facebook & Instagram Ads** - Reached over **11 Million** ad impressions annually!
- **Roadtrip Adventure Game** reached over **2.6 Million** impressions
- **Roadtrip Video Ads** reached over **642,000** views
- **Billboard Ads** seen **272,000** times all over the Edmonton area
- **Radio Ads** on **10 Stations** (Edmonton & East area)

Total Users

of Go East Website, Travel Guide, and Social Media

500,000+ people annually!!!

Print Guide

- **60,000** copies printed
- 160 pages in 2022
- 200,000+ readership
- 1 Million+ pageviews

Online Guide

- **200,000+** pageviews annually

Website

- **500,000+** pageviews
- 250,000+ sessions/visits
- 2000+ webpages of Content

Social Media & E-News



- **46,000+** combined followers
- Reaching **1.5 Million+** people annually

What YOU Get in our BEST Full Year Advertising Packages!

Over 10 ways we can promote your business and community!

Your Ad Package includes:

1. Travel Guide

DISPLAY AD in the #1 Regional Tourism Travel Guide in **PRINT**.

2. Online Guide

DISPLAY AD in the #1 Regional Tourism Travel Guide & **ONLINE** Guide with a live link to your website.

3. Editorial or Listings

EDITORIAL &/or **Listing MENTIONS** in the Travel Guide in your Community and Featured Sections ex: Events, Attractions, Eat, Shop, Stay, Golfing, Outdoor Adventures, etc.

4. Eat Shop Guide or Camping & Golf Guide

ADVERTISING in our Online Guides and special advertising promotions.

5. Social Media

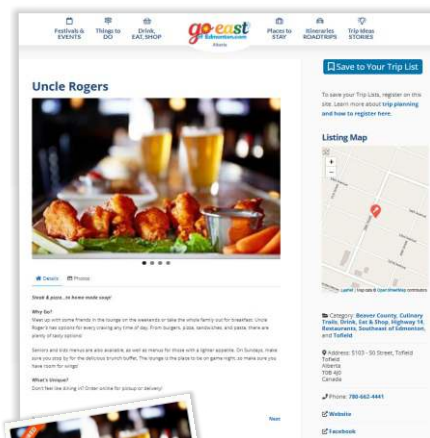
Year round support on social media. **FACEBOOK AD FEATURED POSTS** plus ongoing **LIKES** and **SHARING** of your posts, promotions and events. Businesses who tag @GoEastofEdmonton are receiving between 10 - 20 posts/shares.

We post and share everyday!

Over 40,000 followers in 2022!



@goeastofedmonton
#goeastofedmonton



Book your Ad Package:
Contact
info@goeastofedmonton.com
or call 1-888-632-8755

6. Business Directory Webpages & Links

WEBPAGES with photo(s) and link, event calendar listings, plus **EDITORIAL MENTIONS** in blog or articles that link to your page to drive traffic to your business on the #1 Regional Tourism Website at www.GoEastofEdmonton.com. Add a **SPECIAL OFFER** on your webpage and receive extra promotion.

7. Web Box Ads

5 or more ADS in featured sections, and Business Directory on the impressive Go East of Edmonton website!

8. Google Ads

Will promote your **BUSINESS CATEGORY** all summer long plus **ROADTRIP VIDEO** Ads.



9. Radio

Opportunity to **SUBMIT PROMOTIONS** to the Weekly Radio Talk Show.

10. Referrals

You will receive **REFERRALS** from email inquiries, calls, messaging, ads, etc.

11. Other Special Promotions

Other Special Promotions may happen during the year and your business could be promoted as a Featured Location.

- Prize Giveaways & Contesting
- Stories, Videos, Tradeshows, etc.
- Roadtrip Adventure Game