



*Get RESULTS  
with the*



*Tourism Marketing  
in the Region!*

## OUR EXPERIENCED TEAM OFFERS:

**Tourism  
Marketing  
&  
Development**

**Digital  
Marketing**  
Web, Social Media,  
Videos, Blogs,  
TV, Radio, Billboards

**Most  
Comprehensive  
Events Calendar  
&  
Tourism Directory**

**Industry Hub,  
Training  
Workshops  
and Events**

**Join Our Social  
Community**

@GoEastofEdmonton



**Ask about  
Funding,  
& Support  
Programs**

As a Destination Marketing Organization (DMO), we work with Travel Alberta, Explore Edmonton and many other Organizations & Communities to help Grow Tourism!

1-888-632-8755 | [info@goeastofedmonton.com](mailto:info@goeastofedmonton.com)



is #1

We have the Numbers to get you the BEST results!

## Current Annual Reach and Benefits - based on the results in 2023.

### Leads to Partners

- **1000+** referrals from phone calls, emails and messaging
- **35,000+** 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 **10 Million** times (impressions) from google searches in the past year, resulting in over **200,000 clicks** to partners pages and content on [GoEastofEdmonton.com](http://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 2023!**

### Year Round Ad Campaigns

- **Google, Facebook & Instagram Ads** - Reached over **6.5 Million** ad impressions annually!
- **Roadtrip Adventure Game Ads & Reels** reached over **100,000** views
  - **Roadtrip Video Ads** reached over **100,000** views
- **Billboard Ads** seen **200,000** 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
- 150 pages in 2023
- 200,000+ readership
- 1 Million+ pageviews

#### Online Guide

- **200,000+** pageviews annually

#### Website

- **500,000+** pageviews
- 350,000+ sessions/visits
- 2000+ webpages of Content

### Social Media & E-News



Monthly E-News

- **50,000+** combined followers
- Reaching **1.5 Million+** people annually

# 2024 Go East of Edmonton Travel Guide Advertising Packages



**60,000 printed copies:**  
released April 2024  
250,000+ readership  
**Over 2 Million pageviews**  
online Guide  
over 200,000 pageviews

## Features:

Roadtripping, Events & Attractions,  
Camping, Fishing, Golfing,  
Shopping and Dining

## Distributed Strategically

- Over 1000 locations in Northeast, East Central Alberta, Edmonton Region
- Exclusive Magazine Rack Program in Edmonton, Red Deer, Calgary
- Consumer Tradeshows and Events
- Visitor Centres across Alberta & AMA Travel
- RV Dealers, Major Retailers and Tourism Related Businesses
- Military Base Centres in Alberta

The Value of your  
Ad Package is  
**DOUBLE** what your  
Annual Cost is!

**Digital Online**  
Rates as low as  
**\$200/yr**

**Display**  
Advertising  
Package Rates  
as low as  
**\$425/yr**

*"It's the best  
Travel Guide  
out there!"*

*"Perfect for  
planning roadtrips!"*  
See more testimonials online!

*We offer LOW Rates  
as our Team is  
committed to growing  
rural tourism!*

**A FULL YEAR of Advertising Support  
to grow your business!**

## Ad Packages Include:

### Travel Guide Ad, Online Guide Ad

- Editorial Mentions
- Link

+

### Year Round Referral & Support

- Referrals from and Inquiries on Ads
- Updates on Grants and Tourism & Government Programs

### Social Media Promotion

- Featured Posts
- Likes, Shares about your Business



### Website Advertising

- Featured Webpage, Links
- 5 or more Box Ads
- Editorial Listings

+

### Bonus Digital Advertising

- Blog Article Campaigns Promoting Your Business
- Radio Promotion on Country 106.ca & other Radio Stations

**We reach over 500,000 people annually!**

**Help Us  
Help You!**



**@GoEastofEdmonton  
#goeastofedmonton**

**Tag - Message - Call or Email Us**

your events or promotions, deals, contests, and we can promote it for you!

**Contact Kevin or  
Jolene for more details**



**Email: info@goeastofedmonton.com  
Phone: 1-888-632-8755 or 780-632-6191**