Connecting with 850,000 individuals across Western Canada with independent news, opinion, energy, sports, and lifestyle.

Media Kit
2021
BY THE NUMBERS

1.5 Million Monthly Pageviews

850k monthly users with a rapidly growing list of 1.5 million pageviews

59% of readers from Alberta and 23% other Western readership

54% male
46% female

70% 55 years of age and under

Western Standard is one of the most-read news sites in Canada.

Our audience is craving a truthful media that can't be met with mainstream platforms.

Connect with your ideal market segments when it matters most.

We will help you create an engaging message with digital advertising, content creation, video production, design, and social media.
Connect to Western Canadians where your message delivers the greatest impact. We are young, but in a short time have acquired the number 3 position in Western Canadian online news readership.

1. THE VANCOUVER SUN
2. CALGARY HERALD
3. STANDARD
4. WINNIPEG FREE PRESS
5. EDMONTON JOURNAL
6. CALGARY SUN

Monthly pageview data from Google Analytics and Similarweb.com
“News is what somebody somewhere wants to suppress; all the rest is advertising.” - Lord Northcliffe

**High Value Readership**

The **Western Standard** will beat the rate of any major competitor, guaranteed.

Our rates range between 1/15 and 1/37th of our closest comparable competitor, the **Calgary Sun**.

Our rates range between 1/2 and 1/4 that of Google AdSense, which places ads in easy-to-ignore corners of advertising websites.

We keep our rates low because we are a relative newcomer to the advertising market and seek to build long term partnerships with our clients. We will show you how we can deliver results.

<table>
<thead>
<tr>
<th>Media</th>
<th>Ad Placement</th>
<th>CPM (Cost per 1000 pageviews)</th>
<th>Cost Relative to WS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Prime Ad Placement</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Western Standard</td>
<td>Top banner</td>
<td>$1.67</td>
<td>100%</td>
</tr>
<tr>
<td>Calgary Sun</td>
<td>Leaderboard</td>
<td>$25.00</td>
<td>1500%</td>
</tr>
<tr>
<td>The Globe and Mail</td>
<td>Standard</td>
<td>$56.00</td>
<td>3350%</td>
</tr>
<tr>
<td>Google AdSense</td>
<td>No direct comparison</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Standard Ad Placement</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Western Standard</td>
<td>Sidebar 2</td>
<td>$0.67</td>
<td>100%</td>
</tr>
<tr>
<td>Google AdSense</td>
<td>Standard</td>
<td>$1.09</td>
<td>165%</td>
</tr>
<tr>
<td>Calgary Sun</td>
<td>Standard</td>
<td>$25.00</td>
<td>3785%</td>
</tr>
<tr>
<td>The Globe and Mail</td>
<td>Standard</td>
<td>$56.00</td>
<td>8350%</td>
</tr>
</tbody>
</table>

Western Standard rates are based on 1.5 million monthly pageviews.

sales@westernstandardonline.com
"Great content is the best sales tool in the world." - Marcus Sheridan

Access New Levels

Strengthen your marketing performance to deliver more sign-ups, downloads, and traffic to your site.

Gain far greater media value from your marketing budget.

Strengthen your campaign performance by boosting connection with news letters and sponsored content.

Amplify your reach to consumers with business profiles and video podcasts.

<table>
<thead>
<tr>
<th>Size (Desktop Pixels or Time)</th>
<th>Placement</th>
<th>Monthly National Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>970x90</td>
<td>Masthead Banner</td>
<td>$4,000</td>
</tr>
<tr>
<td>970x90</td>
<td>Top banner</td>
<td>$3,000</td>
</tr>
<tr>
<td>728x90</td>
<td>In article-1 (top)</td>
<td>$2,500</td>
</tr>
<tr>
<td>728x90</td>
<td>In article-2</td>
<td>$2,400</td>
</tr>
<tr>
<td>728x90</td>
<td>In article-3</td>
<td>$2,300</td>
</tr>
<tr>
<td>728x90</td>
<td>In article-4</td>
<td>$2,200</td>
</tr>
<tr>
<td>728x90</td>
<td>In article-5</td>
<td>$2,100</td>
</tr>
<tr>
<td>970x90</td>
<td>In article (End)</td>
<td>$2,300</td>
</tr>
<tr>
<td>300x250</td>
<td>Sidebar-1 (Top)</td>
<td>$1,500</td>
</tr>
<tr>
<td>300x250</td>
<td>Sidebar-2</td>
<td>$1,400</td>
</tr>
<tr>
<td>300x250</td>
<td>Sidebar-3</td>
<td>$1,300</td>
</tr>
<tr>
<td>300x250</td>
<td>Sidebar-4</td>
<td>$1,200</td>
</tr>
<tr>
<td>300x250</td>
<td>Sidebar-5</td>
<td>$1,100</td>
</tr>
<tr>
<td>Daily Newsletter (average 22/month)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Top of newsletter</td>
<td>$3,000</td>
<td></td>
</tr>
<tr>
<td>Middle of newsletter</td>
<td>$2,500</td>
<td></td>
</tr>
<tr>
<td>Lower banner newsletter</td>
<td>$2,000</td>
<td></td>
</tr>
<tr>
<td>Sponsored Website Content</td>
<td></td>
<td></td>
</tr>
<tr>
<td>-</td>
<td>Business profile (written WS)</td>
<td>$3,000</td>
</tr>
<tr>
<td>-</td>
<td>Adverstorial (sponsored column)</td>
<td>$2,500</td>
</tr>
<tr>
<td>Digital Broadcast</td>
<td></td>
<td></td>
</tr>
<tr>
<td>-</td>
<td>Sponsorship notice</td>
<td>$1,500</td>
</tr>
<tr>
<td>15 sec</td>
<td>Video/Audio advertisement</td>
<td>$1,600</td>
</tr>
<tr>
<td>30 sec</td>
<td>Video/Audio advertisement</td>
<td>$2,400</td>
</tr>
</tbody>
</table>

Powerful locally targeted geo-tagged advertising is available.

sales@westernstandardonline.com
"The best ideas come as jokes. Make your thinking as funny as possible." – David Ogilvy

**Masthead, Top banner, and sidebar advertising**

- Masthead banner
- Top banner
- Sidebar 1 (top)

**Sidebar advertising**

- Sidebar 1 (top)
- Sidebar 2
- Sidebar 3

**In article advertising**

- In article - 1
- Sidebar - 2
- In article - 3

**Lower banner website advertising**

- Lower Banner

sales@westernstandardonline.com
“Stopping advertising to save money is like stopping your watch to save time.” – Henry Ford

NEWSLETTER AD PLACEMENTS

Connect with your ideal market segments with our daily published Newsletter.

TOP BANNER AD PLACEMENT

Sloan ousted from Tory Caucus
It was the Afternoon of the Long Knives for the Conservative Caucus on Wednesday as they voted to expel pro-life Ontario MP Derek Sloan. Click on New Editor Dave Naylor’s story for all the political drama.

TC Energy ends work on Keystone
The United States has a new president. Joe Biden was sworn in on Wednesday morning in Washington. And before he could kill the Keystone XL pipeline project as he promised, operator TC Energy pulled the plug.

CENTRE BANNER AD PLACEMENT

CYS: Kenney has betrayed his ‘Grassroots Guarantee’ one too many times
Read the excellent column on the state of Alberta politics by Scott Cyr, the former Wildrose and UCP MLA for Bonnyville-Cold Lake.

WATCH: The Pipeline. Discussing Derek Sloan’s fate & President Biden’s impact on the West
Settle in and watch this week’s episode of The Pipeline. You’ll just have to excuse Derek’s Fildebrandt’s burps. He ate some smelly German cheese and it makes him very rancy.

Not a member yet? Sign up today to support an independent, non-government funded free Western press.

LOWER BANNER AD PLACEMENT

sales@westernstandardonline.com
“Every strike brings me closer to the next home run.” – **Babe Ruth**

Discover the benefits of a business profile in the Western Standard.

Having a business profile gives you access to a variety of tools and functionality, including analytics on your posts and stories, additional calls-to-action and buttons you can put on your profile. Benefits include:
1) Informs your target audience about your business.
2) Stays active on WS indefinitely.
3) Boosts your SEO
4) Includes images, phone numbers, and links.
5) Helps promote your brand.
6) Effectively tells your company’s story.

Post your own column, or have a Western Standard reporter write a customized hard hitting business profile.

sales@westernstandardonline.com
“Making promises and keeping them is a great way to build a brand.” – Seth Godin

Access the power of WS data.

The Western Standard continually invests in powerful technology to provide you with analytics to help with the efficiency of your marketing plan.

1) Set up with daily, weekly, or monthly auto reports.
2) Access live dashboards
3) Track your ideal audience segment.
4) Leverage our data to reach more potential customers.

Just as our journalism is unmatched in Western Canada, you cannot find our audience anywhere else.

Take the next step

Our 1.5 million average monthly pageviews is due in large measure to our willingness to cover stories and angles often ignored by the mainstream corporate media, most of which are owned in Central Canada and subsidized by the federal government.

While breaking the mold of our old, mainstream competitors, we strictly adhere to established journalistic standards. This allows us to straddle a large mostly empty - market between the “mainstream” and “alternative” media.

The Western Standard proudly refuses to accept any government funding whatsoever. Our readers know this and is important in building a trusted brand with a large readership across Western Canada.

Contact the Western Standard sales & marketing team to help create powerful campaigns.

sales@westernstandardonline.com