



SOUTH CANADIAN ROCKIES TOURISM ASSOCIATION REGIONAL PARTNERSHIP PROMOTIONAL SUPPORT

South Canadian Rockies Tourism Association (SCRTA) is committed to growing and promoting tourism in the Southern Alberta region.

We are excited to continue the marketing buy-in program through winter 2024. This program is designed to increase member promotional support and participation. The goal of this SCRTA program is to further promote attractions, experiences and events by leveraging brand recognition with our growing audience base. The potential benefit of this buy-in initiative is increased investment in local economies, labour and business expansion, and community development.

Cooperative marketing efforts allow members to:

- Access the extensive audience in the South Canadian Rockies region and boost their brand visibility across various marketing platforms such as Google search, social media, and Google display ads.

- Align with a proven marketing campaign that has exceeded all tourism industry benchmarks.
- Benefit of working alongside tourism and marketing professionals, providing creative design, expert advertisement placement, and audience targeting support.
- Make your marketing dollars go further with SCRTA's cooperative marketing investment.

This marketing buy-in program offers four (4) different and unique options to participate. We encourage you to choose as many options as your budget allows.

Additionally, by participating in the winter 2024 Marketing Buy-in Program, you will have the chance to win a professional photoshoot for your business, valued at \$1,000! These high-quality images can be utilized by both your business and SCRTA to enhance promotional efforts, spotlighting the unique offerings and experiences your business provides.

To participate in buy-in initiatives, or for additional info, please contact Erin Fairhurst, Southern Canadian Rockies Tourism
By phone: (403) 562-8858 By email: info@southcanadianrockies.ca

CURIOCITY GIVEAWAY & ADVERTISING BUNDLE

Elevate your brand's visibility with our exclusive bundle!
This comprehensive package includes:

- Giveaway hosted on Curiosity Calgary's social media channel
- Digital advertisement (advertised over search, social and through hyper-targeted ads)
- Boosted social media post

Curiosity, a trusted digital media publisher since 2017, reaches nearly 5 million daily readers with hyper-local and national lifestyle content, offering unparalleled exposure with an estimated 60,000 impressions with this giveaway.

The bundle also includes a digital ad distributed across three platforms – Hyper-targeted ads, Social Media, and Search – ensuring your message reaches a vast audience. Additionally, you'll benefit from a boosted social media post on the South Canadian Rockies' social page, extending your visibility even further. Explore detailed information about digital ads and boosted social media posts in the subsequent sections.

This option is a great opportunity for larger businesses looking to further expand their reach into the Calgary and surrounding area.

Limited spots are available. Please contact us to book now.

COST:

\$1,367.5 + prize valued at a minimum of \$250.
Valued at \$2,735 [cost of giveaway, digital ad development + ad spend and social media boosted post].

KEY DEADLINES:

FEBRUARY Commitment by February 2nd, 2024 Assets by February 7th, 2024 In market the week of the Feb 19th There are two spot available	MARCH Commitment by February 16th, 2024 Assets by February 19th, 2024 In market the first week of March There are two spots available
CURIOCITY GIVEAWAY Two-week turnaround time.	BOOSTED SOCIAL MEDIA POST Two-week lead time prior to posting.

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DIGITAL MEDIA BUY

Digital media-buys are an excellent opportunity to hyper-target an extensive audience across display networks, social media and search networks.

This option entails the development of one (1) advertisement* formatted for three different digital formats (Display ads, Instagram and Facebook),* and advertised over three different platforms for each specific month. Those platforms include:

- Hyper-targeted ads
- Social Media
- Search Ads

How does this work? All ads share communal advertising dollars. When you participate in the digital ad campaign, we add money to the advertising spend. This money is pooled together and distributed between the ads in the market during that time period.

Proven results: Click-through rate is the ratio of users who click on an advertisement versus the number of users who have seen the advertisement and don't click on it. Impressions are the number of times an ad is viewed.

- Channel:
 - Our hyper-targeted ads served over 17.5 million impressions.*
 - Our social media advertising has performed 208%* better than the industry standard.
 - Search ads have performed 172%* better than the industry standard.

This tactic is a great opportunity for small businesses looking to reach a wide audience while operating within a limited budget

Please contact us for availability.

*The SCR marketing agency will write all ad copy and build all advertisements. You will be required to provide photos to support these advertisements. To note, the creative work will align with the current style of the SCR marketing campaign and adhere to the template below.

**All data has been collected from the 2021-2022 & 2022-2023 marketing campaigns.

COST:

\$330 for ad development and placement. Valued at \$660. SCRTA will match your dollars.

KEY DEADLINES:

FEBRUARY

Commitment by February 2nd, 2024
 Assets by February 7th, 2024
 In market the week of February 19th
There are two spot available

MARCH

Commitment by February 16th, 2024
 Assets by February 19th, 2024
 In market the first week of March
There are two spots available

COMMON DIGITAL DISPLAY AD SIZES & THE DEVICES THEY COMMONLY ARE SEEN ON

320X50



728X90



1080X1080



300X250



1080X920



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DIGITAL MEDIA BUY – AD SAMPLES & SIZES

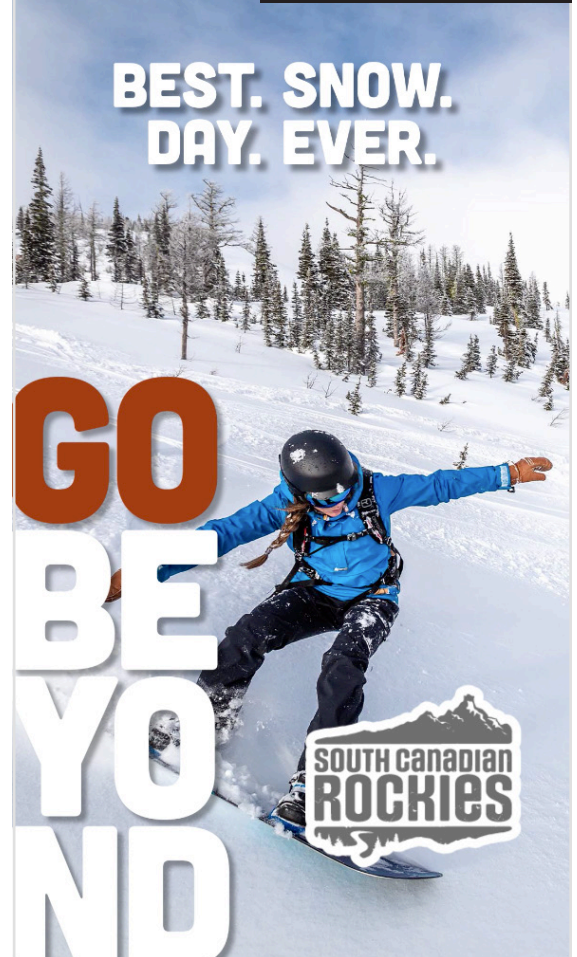
LARGE BANNER AD: 728X90



DISPLAY AD: 300X250



INSTAGRAM: 1080X1920



FACEBOOK: 1080X1080



SMALL BANNER AD: 320X50

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BOOSTED SOCIAL MEDIA POSTS

Boosted social media posts are a great way to amplify events, attractions and experiences on the SCR social media channels. A boosted social media post is a post made by the South Canadian Rockies account that is “boosted” by paying to have it reach a wider and potentially more relevant audience. This boost is achieved by selecting specific targeting criteria, such as location, age and interests.

Boosted posts appear seamlessly within users’ social media feeds, making them seem more organic and less intrusive.

COST:

You pay \$75. Valued at \$150. SCRTA will match your dollars.

KEY DEADLINES:

Two-week lead time prior to posting.

This approach proves highly efficient in promoting content, events, and/or products to a wider, more targeted audience. It significantly boosts the visibility, engagement, and overall reach of posts, extending beyond SCR’s organic social platform following.

Ideal tactic for smaller businesses looking to get the greatest value for a smaller budget.

Please contact us for availability.

AVENUE CALGARY SOCIAL MEDIA POSTS

Unlock unparalleled exposure with our last offer – a featured social media post on Avenue Calgary’s Instagram and Facebook pages, collectively reaching over 83,000 engaged followers. Tap into the active and involved Avenue community, a demographic deeply interested in the city and surrounding areas. Leverage this opportunity to enhance your business

awareness, with the added benefit of linking back to your website or your business profile on the SCR site.

This is an ideal tactic for larger businesses looking to reach a wider audience through social media.

COST:

You pay \$550. Valued at \$1,100. SCRTA will match your dollars.

KEY DEADLINES:

FEBRUARY

Commitment by February 2nd, 2024
Assets by February 7th, 2024
In market the week of February 19th
There is one spot available

MARCH

Commitment by February 16th, 2024
Assets by February 19th, 2024
In market the first week of March
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GLOSSARY

Boosted posts amplify: an existing post's reach to new audiences, not just those following the SCR social media platforms.

Click-through-rate: Click-through rate is the ratio of users who click on an advertisement versus the number of users who have seen the advertisement and don't click on it.

Google Ads: Google Ads is an advertising platform, where South Canadian Rockies pay to display online advertisements such as text ads (search network) or as photos (display ads).

Harvest: A data harvest captures devices within a geofenced area so you can learn more about your customers without them even engaging with their devices. They don't need to be looking at their screens because the apps running on the device pingback location information. The apps sell us the device ID, latitude and longitude, and time of day. We can use that information to create better data to understand customers' needs and wants. These are refreshed on a monthly basis during the campaign.

Hyper: Hyper allows SCR to show ads to the harvested captured devices. Currently, SCR's database is refreshed on a monthly basis during the campaign. Additionally, hyper-targeting allows us to serve ads to visitors' mobile devices within a geofenced area. When someone engages with their phone, tablet or computer inside the geofenced area, your ads will display on their screens.

Social Media: Includes the South Canadian Rockies Facebook and Instagram account.

Social Media Advertising: Describes the paid advertising on Facebook and Instagram through the South Canadian Rockies account.



Travel Alberta / John Price

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