



Corner Brook Downtown Business Association

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Web Advertising

Information Session hosted by the Western Star

**Presenter: Alex Liot, Transcontinental Regional Online Sales
Manager—Halifax, N.S.**

As we face a changing demographic, how will you reach your target audience? The internet has changed the way we all do business. The next generation of consumers are online web users that shop, play and surf the web every day. Four in five Canadians have some form of internet access.

Are you positioned to reach this growing demographic? The Western Star website receives over 700,000 page views monthly and Transcontinental receives 8.5 million page views monthly across Atlantic Canada. Statistics provided stated that in 2000 40.3% of people surfed the web and in 2008 it had grown to 84.3%. Of the 33,200,000 people in Canada 28 million people were on line in 2008. **Canada** is the world leader for people on line!

Statistics were also presented on web usage by Canadians with 25% searching classifieds, 38% general searching, 1% email, 1% video and 35% was display. In 1999 \$50 million was spent for on line advertising and in 2008 it was \$1.5 billion. The 33-44 age group was the highest on line shoppers with 44-56 the next highest.

The Western Star received approximately 166,450 visitors to its site this past month with each visit being approximately 3.6 minutes. That means approximately 3-4 pages of content being read per minute. The visitors are 60% from within Newfoundland and Labrador, 15% from Atlantic Canada, 12% from Quebec and Ontario, 8% from the rest of Canada and 5% international.

The advantages of web advertising: increase your brand awareness; flexible bookings allows you to run your ad to help market upcoming sales, promotions and seasonal campaigns; reach a higher percentage of the 18-44 online demographic; build traffic to your website by creating online links to your website; giveaways, contests and promotions help drive "click throughs" to your site and data collection. The data collection is particularly interesting as it can tell you how many times your ad is seen, who the users are, the geography, frequency(total number of page views per user during a given time frame, per day), days of the weeks visited, by operating system, by browser type, by section of the paper visited. It gives good insight into your customer for you so you know when, where (what section of the paper) and who to gear your advertising to. It will also tell you if you should be advertising in other Transcontinental publications such as the Georgian or Northern Pen or even in other parts of Atlantic Canada.

For more information on the Western Star's On Line Advertising program contact any one of the following:

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