



Digital Advertising

400eleven.com is a travel website promoting day trip and getaway ideas for visitors looking to explore areas in central and northern Ontario. The website and other platforms a range of digital advertising opportunities to help 'up north' tourism businesses connect with people all over Ontario making activity and getaway plans.

400eleven.com



Newsletter

75K Unique Monthly Visitors

- Fresh content weekly.
- Contests that raise brand profile and puts your product in the hands of our target audience.
- Ontario strong. 90% of traffic coming from visitors excited to explore their own backyard.
 - 50% GTA
 - 18% Golden Horseshoe
 - 12% Central Ontario
 - 7% South E'n & W'n Ontario
 - 3% Northern Ontario

13K Friends & Followers



Across all (facebook, instagram, twitter, youtube & google +) social platforms.



Female/Male:
72%/26%

Ages:
25-34: 16%
35-44: 28%
45-54: 26%



Female/Male:
65%/35%

Ages:
25-34: 16%
35-44: 28%
45-54: 26%

12% annual growth .
June 2017 to 2018

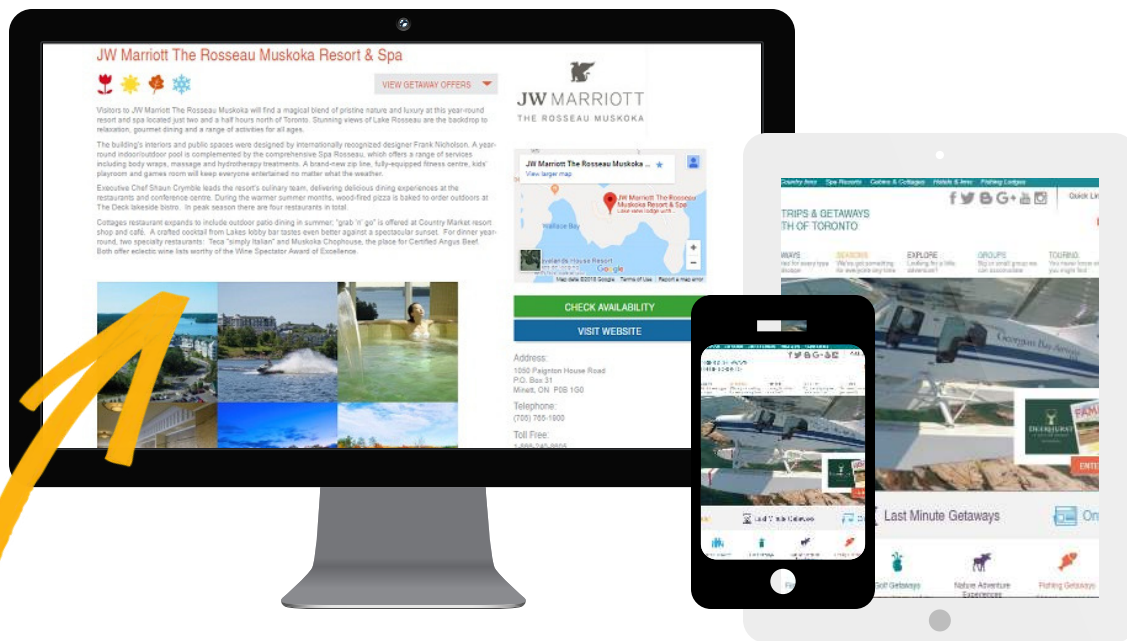
18,000 Subscribers

Includes all of our member's events for the week. Plus featured blog articles, getaways and contests

Sent out weekly to subscribers and posted weekly on FB & Twitter.

Above industry average open rate.

Advertising Opportunities



Membership \$275 - \$595/Year

Business Promotion including offers, promotions, packages and experiences in listing and getaway pages. Event promotion in newsletter, blog and editorial pages.

Gold plus and Featured Destination

NEW Micro-site listing

Choice of 48 getaways & 6 main listings, \$595/yr

Gold Choice of 48 getaways & 6 main listings, \$495/yr

Silver Choice of 48 getaways & 3 main listings, \$375/yr

Bronze Choice of 3 getaways & 2 main listings, \$275/yr



Fast Lane Package \$299/Month

Amplify your promotion or special event content by driving more traffic to your website with our fast lane package.

Package includes:

- Homepage and getaway landing page banner ads
- Sidebar box ads on activity and editorial pages (>20 pages)
- Newsletter banner ad
- 2 featured posts on Facebook & Twitter

* available to members and non-members

