Glacier Media Digital

Product Sheets

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CITIZEN

GLACIER MEDIA DIGITAL

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BRANDING AND DESIGN

Glacier Media Digital has a team of in-house graphic, user experience-user interface and senior designers. Our creative squad can design a fresh brand, refresh an existing concept, facilitate brand audits and workshops, and manage one-off production requests as required.

Types of services:

- Brand identity development
- Brand refresh work
- Logo/wordmark design
- Current brand audit & refinement
- Letterhead & stationery design
- Campaign concept development
- Print design & print production
- Illustration
- Photo retouching
- Image compositing

Connect with one of our account managers for more information.

LANDING PAGES

Landing pages are an important step in the user journey. Your prospect has shown interest in your ad campaign by clicking on your ad. Make sure you keep their interest by using a landing page to boost the chances of retention, conversion, success, and to capture leads.

Service/Benefits includes:

- Fully responsive design optimized for all devices
- (phones, tablets, laptops, desktops, etc.)
- Contact form set up to collect inquiries and send them to a dedicated email address
- Setup and/or integration of Google Analytics upon request
- Expert designers and best practices for optimal results
- 2 rounds of revisions
- Advanced: image carousel, coding work

Landing page maintenance

Service includes 1 hour max. of usable production time for the following:

- Update of content on page or coupon files (ex: monthly promotion content)
- Changing CTA copy on buttons
- Redirection of existing links

Note: Major layout changes or feature component add-ons are quoted separately.

Why use a landing page?

1. 1. Landing pages focus user attention on the desired action (conversion).
2. Landing pages give you the flexibility to have visual and message matching which are important for keeping the user's attention.
3. Sending a campaign to a landing page means the user doesn't need to navigate the website to get to your message: less clutter, fewer clicks.

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WORDPRESS LANDING PAGES

Each campaigns has its own goals. When you're running an SEO campaign, you might need to increase page depth to add to the site's navigation. Wordpress landing pages are a great way to achieve better SEO without rebuilding a website architecture and deliver beyond a blog post.

Service includes:

- Fully responsive design optimized for all devices (phones, tablets, laptops, desktops, etc.)
- Setup and/or integration of Google Analytics upon request
- Expert designers and best practices for optimal results
- 2 rounds of revisions
- If GMD built your website, your Wordpress landing page can be added to your existing site

Landing page maintenance

Service includes 1-hour max. of usable production time for the following:

- Update of content on page or coupon files (ex: monthly promotion content)
- Changing CTA copy on buttons
- Redirection of existing links

Note: Major layout changes or feature component add-ons are quoted separately.

Why would you need a Wordpress landing page?

SEO. Add page depth to the Wordpress site easily, outside of blog content.

What's the Difference between a Wordpress page and a landing page software?

- Wordpress enables search engine optimization
- Wordpress gives you access to plugins & advanced features
- Wordpress is a built-in content management system

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E-COMMERCE LANDING PAGES

Do you have a single sale item, such as a ticket or a gift card? When you don't need a whole e-commerce site to make sales happen and you're using paid advertising to push the message out, an e-commerce landing page is a terrific solution.

Using a secure payment gateway, our mobile optimized e-commerce landing pages keep the user engaged on one page through the entire transaction.

Service includes:

- • Fully responsive design optimized for all devices (phones, tablets, laptops, desktops, etc.)
- An e-commerce gateway in an on-page experience
- Setup and/or integration of Google Analytics upon request
- Expert designers and best practices for optimal results
- 2 rounds of revisions

Why use an e-commerce landing page?

1. This is a solution for businesses with a single item for sale, e.g., gift cards
2. Drive sales objectives without building a full e-commerce website
3. Create sales opportunity through your push marketing campaign

Required: All customers will need their own Stripe account for transaction processing

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WEBSITES

Your website is the digital version of your business. What does your current web presence say to customers? If your website needs improvement or refreshing, we can integrate all key messages and brand elements to create a conversion optimized website.

Service includes:

- **Extremely easy-to-use CMS to make quick updates**
- **Modern Design**
- **Mobile Responsive Website**
- **Social Media Integration**
- **2 rounds of revision**
- **On-site SEO and integration of existing Google Analytics**

Note: For website projects, 50% of the cost is due upfront and 50% is due at completion or at the three-month mark, whichever comes first. Beyond 10 pages, a custom quote is required.
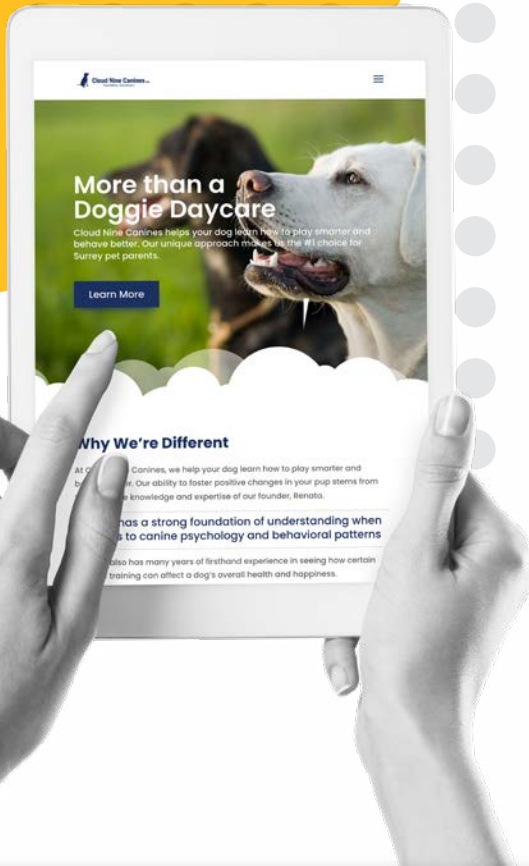
Why choose a single page site?

One-page websites are highly favoured by mobile users. Instead of reloading a new page, the user is ported by anchor tag to their chosen menu content.

When is a single-page website a good fit?

If your customer has less content on the site and SEO is a lower priority. For example, if your customer has an active social presence, the audience skews heavily mobile, and they are running display or other paid advertising.

When are 5 and 10-page a better choice?

If you have more content and SEO is one of your marketing goals, more page depth is the better solution for you.

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CUSTOM WEBSITES

Custom websites refer to any site that requires handwritten code. A custom site can be as simple as coding in a special function to what could otherwise be achieved by a theme site or it could be a large site, have gated content, custom animation, etc. Custom work requires a developer and the web team to determine how it will be built.

Service includes:

- **Fully responsive design optimized for all devices (phones, tablets, laptops, desktops, etc.)**
- **A contact form set up to collect inquiries and send them to a dedicated email address**
- **Social media sharing buttons**
- **Setup and/or integration of Google Analytics**
- **Expert designers and best practices for optimal results**
- **2 rounds of revision**

Note: For website projects, 50% of the cost is due upfront and 50% is due at completion or the three-month mark, whichever comes first.

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HOSTING AND MAINTENANCE

GMD offers secure hosting and maintenance on the sites we build. This service gives you peace of mind against hacking risks, keeps your site backed up and functioning smoothly to current Wordpress updates, and builds in nominal change requests so you never have to worry about it.

Service includes:

- Security integration and monitoring
- SSL certification
- Web Application Firewall monitoring (protection from Spambots)
- Database optimization
- Google Analytics scheduled reports
- Google Search Console monitoring
- 1 hour support per month included (additional hours available at reduced rate)
- Site backup

Note: Only available for websites built by Glacier Media Digital. Non-Glacier built Wordpress sites will be considered pending an exploration and backup, cost applicable.

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SHOPIFY THEMES

As a media company, we understand online user behaviour. User channels for online sales need to be sophisticated and well-conceived to keep buyer interest. Our web team creates effective, commerce-optimized product layouts and clean user interfaces in Shopify.

Service includes:

- Theme customization
- Shopify store build
- Product setup
- Testing and troubleshooting
- Sales channel guidance

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PROGRAMMATIC ADVERTISING

Reach your audience with relevant ad messages when they're actively looking on desktops, laptops, tablets, and smartphones.

Search Targeting

Puts your message in front of people who are actively searching for your products & services. As users perform searches across the web, we collect that data and add the users to a custom audience group that we target with your ads.

Site Retargeting

Puts your ad in front of people who already know you.

Users visit your website but 97% of site visitors will leave without taking any action. We bring them back by showing your ad while users browse the internet and remind them of your brand and to come back when they are ready to buy.

Contextual Targeting

Puts your ad in front of people viewing content relevant to what you offer.

As users browse the web – consuming content – we collect data associated with that content. Based on the keywords and the category, we show your ad to those who are reading about topics relevant to your products and services.

Geo-fencing

Geo-fencing allows us to customize audiences through shape targeting with precise data. Using satellite technology advertisers can fence public locations and retarget within a predetermined physical proximity to an address. Set conversion zones to track offline activity linked to mobile location. The optimum number of recommended fences per campaign is five.

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COMMUNITY DISPLAY

News readers are captive audiences. Our local news networks serve 180 million+ monthly page views on over 100 media brand sites. Use unmatched hyper-local content and distribution channels to connect your ad messages to local customers.

Service includes:
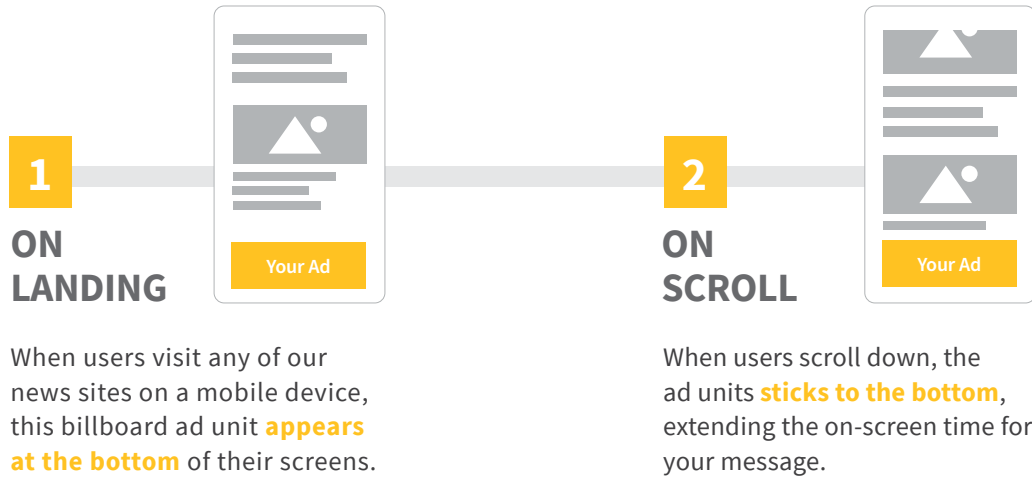
- Prominent placement of responsive display ads
- Local reach
- Network-wide geographic targeting
- Responsive, rich media ad units
- Full page takeover opportunities
- In-article video options
- 100+ media brands to align with
- Ad creative production
- Campaign reporting

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COMMUNITY DISPLAY - PERSISTENT MOBILE BANNER

Increase Your Mobile Presence

Amp up your display presence by adding the mobile footer ad into your media mix. It's a sticky banner that scrolls with the user for consistent visibility.

1

ON LANDING

When users visit any of our news sites on a mobile device, this billboard ad unit **appears at the bottom** of their screens.

2

ON SCROLL

When users scroll down, the ad units **sticks to the bottom**, extending the on-screen time for your message.
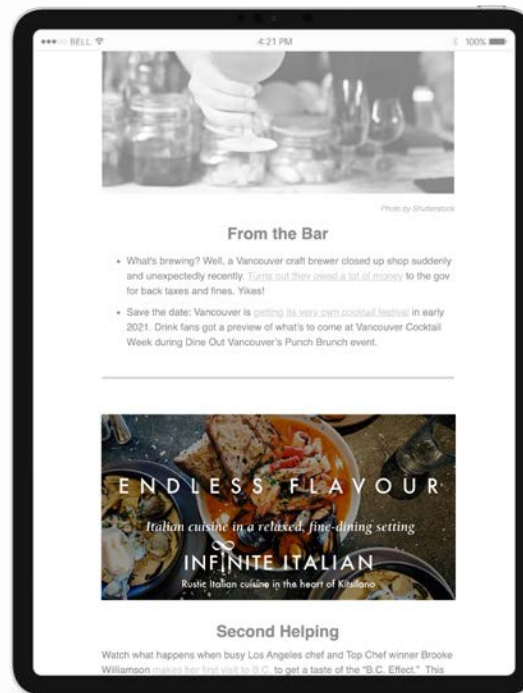
Connect with one of our account managers for more information.

NEWSLETTER SPONSORSHIP

Get in front of an active and engaged audience

Newsletter ads are an effective way to position your ad messages. Glacier Media email newsletter subscribers are opted-in to their favourite news brands. With email open rates being significantly higher than display ads, this is a highly active and effective means of digital reach.

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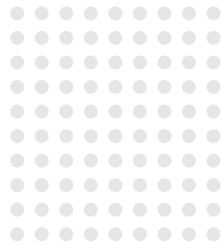
GOOGLE SHOPPING

Are you a retailer with e-commerce inventory? Get started with a Google Shopping campaign.

If you're a retailer, you can use Shopping campaigns to promote your online and local inventory, boost traffic to your website or local store, and find better qualified leads. Shopping ads appear in a different, more visual format than other Google placements. In contrast to a text ad, which displays text only, Shopping ads show users a photo of your product, plus a title, price, store name, and more. These ads give users a strong sense of the product you're selling before they click the ad, which gives you more qualified leads.

Services/Benefits include:

- **Better qualified leads:** As a merchant, you can increase the quality of your leads by featuring product information directly in your ads to help shoppers make informed purchase decisions. This makes shoppers more likely to complete a purchase on your site.

- **Broader presence:** More than one of your Shopping ads can appear for a given user search and, if relevant, a Shopping ad and a text ad can also appear at the same time. This means your reach with shoppers for a single search could double.

- **Powerful reporting and competitive data:** See how your products are performing at any level of granularity you want. Benchmark data will give insights into your competitive landscape and identify growth opportunities.

Instagram Stories, engagement, in-person onboarding are not included.

You can advertise your store and your products using 3 types of Shopping ads:

Product Shopping ads

These are created based on the product data that you submit.

Showcase Shopping ads

This type of ad groups related products together—people can compare several of your products and click the right one.

Local inventory ads

These use feed data provided from local inventory to engage users on the Google Display Network, and help drive traffic to your local stores.

Cost structure

Like other ad formats, your Shopping ads participate in an ad auction. Exactly how you're charged works a little differently depending on your ad type, as follows:

- **Product Shopping ads are charged using cost-per-click (CPC),** which is just when someone clicks your ad. So you're charged only when someone clicks an ad that leads to the landing page on your website or to the Googlehosted landing page for your local inventory.

- **Maximum CPE (cost-per-engagement) bidding:** You set the highest amount that you're willing to pay for an engagement. You're then charged when someone clicks a product in your Showcase ad.

Google

Connect with one of our account managers for more information.

CONNECTED TV

Today's viewers watch whenever and wherever they want, via one of the half dozen streaming devices and services in a statistically typical home.

Consumers now control the day, time and screen— thanks to streaming content and Connected TV (CTV).

CTV is any TV set that is connected to the Internet.

This connection is made through built-in capabilities, like a Smart TV, or another device that **enables a standard TV to become a CTV**.

These devices include a media streaming device (like Roku, Amazon Fire TV, Apple TV or Chromecast), a blu-ray player or a gaming console (like Xbox and PlayStation).

Our solution offers three distinct methods of audience targeting to enable advertisers to reach their ideal audience on CTV devices:

Addressable:

Addressable targeting uses GPS data to precisely and accurately target users by physical address.

Behavioural:

Behavioural targeting gives advertisers the ability to **target users based on keywords, context and other online behaviours**.

Benefits of CTV Advertising

- **Full-screen TV experience with high co-viewing activity that extends audience reach and engagement**
- **Reach a highly desirable audience including cord-cutters/shavers/nevers, millennials, and families**
- **Advanced targeting and dynamic ad insertion**
- **Enhanced survey and audience analysis capabilities**
- **Digital measurement**

Specs:

Tags VAST tag only; usually up to VAST 3.0 is accepted (No VPAID) Resolution 720 or 1080p is recommended Standard resolution: 360–576p (e.g., 854 x 480) HD resolution: 1280 x 720 for 720p and 1920 x 1080 for 1080p Ad Length 15–30 seconds is most common Aspect Ratio 16:9 is most common File Format MP4, MOV File Size <100mb

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VIDEO

Videos are more memorable, which means that your target audience will recall and retain your marketing message.

Our video team can help your message cut through online ad clutter, tell a story and engage with the viewer. We offer multiple video services, including:

Custom Video

Create better understanding of your business with a custom video. It includes storyboarding, script writing, full production, voiceover, graphics.

All custom work is available by quote.

Service includes:

- **Videographer With HD Camera**
- **Lighting & Sound Equipment**
- **Project Management, Scheduling & Basic Storyboarding**
- **Basic Graphics & Animation**
- **Editing**
- **Licensed Music**
- **Deliverable: HD Web-Friendly MP4**
- **30-60 Seconds**

Photo Reel (Montage) Video

Also referred to as photo reel video, this style stitches together static photos with animation which creates a video effect. This style can be supplemented with graphics, music or voiceover.

All photo reel video work is available by quote.

Service includes:

- **Editing**
- **Optional Stock Photo Licensing**
- **Licensed Music**
- **Deliverable: HD Web-Friendly MP4**
- **15-60 Seconds**

Video Editing Services

If you have existing footage, in some cases it can be repurposed through editing into a fresh and updated new video. We can also edit video for use in social media or as an ad format.

All video editing work is available by quote.

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PHOTOGRAPHY

We live in a visual online world and so do your customers. Although GMD provides access to high quality stock photography for any project, there are times when custom photo is preferred or required. We offer photography packages for social media pro and by quote for all other photography work.

Service includes:

- **Photographer with DSLR Camera**
- **Lighting Equipment (if needed)**
- **Project Management and Scheduling**
- **Editing and Retouching**
- **Deliverable: edited JPG files**

Three packages to choose from

Social Pro Photography - 1/2 Day Shoot

1 Photographer and 1 Assistant.

Deliverables:

- **10 Edited Print-ready (Hi-res) Images**
- **100 Web-ready (Low-res) Images for Social And Web (3-months Pro Content)**

Social Pro Photography - Full Day Shoot

1 Photographer and 1 Assistant.

Deliverables:

- **20 Edited Print-ready (Hi-res) Images**
- **200 Web-ready (Low-res) Images for Social And Web (6 Months Pro Content)**

Product Photography

- **White Background Product Shot**
- **Ideal For E-commerce**

Photography packages are currently available in the Lower Mainland only

Connect with one of our account managers for more information.

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Content is still king. Whether you're looking for ongoing content, a one-off project or have high readership objectives, we have a product fit.

Blog Content

Available in 2x or 4x per month options, our blog packages include topic ideas, creation, keyword optimization. All blog content is written in your business tone of voice.

Website Content

Keep your website visitors engaged with fresh content. Our content team will craft full or supplemental text for your site. This content is provided by custom quote or at a flat rate for 5-page and 10-page theme websites.

Connect with one of our account managers for more information.

Vancouver is Awesome

Established in 2008, Vancouver Is Awesome is a multimedia news and lifestyle publication that connects residents of Vancouver with what's happening in their city. Sponsored content packages on VIAwesome are available.

Quick stats:

- 650,000+ Unique website visitors per month
- 1.2 M+ Website page views per month
- 219,000+ Facebook followers 98,000+ Instagram followers

Services include:

- Sponsored articles
- Logo takeover
- Facebook, Twitter, Instagram posts
- Contesting
- Media Packages

Business in Vancouver

Reach an engaged audience of key business decisionmakers alongside BIV's compelling news. Your premium sponsored article on BIV will benefit from social media, display ad push and appear on the home page for seven days.

BIV Sponsored

- Single Article
- 1 Sponsored Article
- 1 Facebook Post
- 1 Twitter Post
- 1 Linkedin Post
- Paid Social Targeting
- 1 Week Promotion On BIV.com
- Home Page & E-newsletter
- 4 Weeks Advertising Space On BIV.com Article Page
- 4 Weeks Promotion On BIV.com Driving Reads Of Article
- Guaranteed reads at 500 or 1,000

Package Type

- Digital Only Package with 500, 1000 or additional reads

Connect with one of our account managers for more information.

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PREMIUM SPONSORED CONTENT

Content marketing, branded content, sponsored content.

There's a reason there are a variety of ways it's referred to, and all of them buzzworthy. Sponsored content has come a long way since the days of advertorial.

Sponsored can be crafted to meet the following objectives:

- Tell your brand's story
- Share time-driven initiatives
- Boost sales
- Provide 'how-to' guides (considering Google search for this format)

Your sponsored article can be written as an editorial narrative, in an interview style, as an interactive or a listicle. Sponsored can also be an effective element in an integrated marketing campaign.

Glacier Media's Premium Sponsored Content puts your story in front of the highly desirable audiences of our media properties, delivering guaranteed reads and valuable reader metrics in reporting. By partnering with an established news source, your story will build brand trust, and raise brand awareness.

Premium sponsored content leverages the trust of the media brand for advertiser benefit. This means that the content meets Canadian Press guidelines to ensure the story is reflective of journalistic standards. Any submitted content will be reviewed and edited to achieve this, or we can assign one of our journalists to tell your story.

Choose from 300, 600 or 1,200 reads of your story.

Story packages come with:

- **Display impressions and social media drivers draw readers to your story.**
- **All stories include up to three [3] images, which clients can submit for approval, or our production team can pull from stock.**
- **Advertisers can add up to five [5] additional photos and a video embed for an additional $250**

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SOCIAL MEDIA MANAGEMENT

We take care of your social media so you can take care of business.

There are 3 types of packages to choose from:

Basic

Suitable for industry-based content.

Services/Benefits include:

- 20 updates for Facebook and/ or Twitter

Standard

Suitable for company-based content.

Services/Benefits include:

- 20 custom updates for Facebook, and/or Twitter, and/or Instagram
- Instagram updates with curated high-quality stock photos and hashtags. Includes two [2] custom graphics
- Up to ten [10] optional Pinterest pins included

Instagram Stories, engagement, in-person onboarding are not included..

Pro

Custom content based on communication objectives. The Pro social media management package consists of 30 posts per month, a custom mix across multiple channels which can include:

- Facebook, Twitter, Instagram (including Stories), LinkedIn and Pinterest.

Your strategist will make recommendations based on your audience, engagement, and marketing objectives.

Pro Package Exclusives Services/Benefits include:

- In-person kick-off meeting (Lower Mainland only)
- Monthly content direction email to plan strategy and review KPIs (Key Performance Indicators)
- 2 additional, timely posts per month (48-hour notice required)
- Roadmap strategy for business goals
- User personas
- Daily (M-F) engagement
- In-depth monthly reporting with review call
- Ad package includes Plus (can be upgraded to Pro)
- LinkedIn ads are available as an alternate solution to Facebook Business Manager
- A la carte graphics, posts and custom touchpoints are available with Pro

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SOCIAL ADVERTISING

When you want to reach customers at the bottom of the digital marketing funnel or engage them to move down the funnel, consider social advertising.

Social Advertising packages for Basic and Plus include Facebook Business Manager channels: Facebook, Instagram, FB Messenger, and the Audience Network.

Linkedin can be unlocked at the Pro level only.

Management fees apply to your choice of Facebook Business Manager for Facebook + Instagram OR Linkedin.

Basic

The basic package is 1 campaign with 1-2 ads per month focusing on a single marketing objective: awareness or consideration only.

Plus

The Plus package is 1-2 campaigns, up to four [4] ads and allows two marketing objectives, both awareness and consideration.

Pro

When you want a campaign to focus on lead generation or e-commerce objectives, go Pro. These objectives are covered by the professional management package only, and you receive 1-3 campaigns with 2-8 ads per month with this plan.

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SOCIAL CONTEST

CASL and Canadian contest law compliant campaigns.

Create a mass impact campaign to drive awareness, email signups and leads. GMD's contest offering creates a brand for your promotion and a landing page environment to host the contest. Using social media and display advertising, we'll put your brand in front of an expanded audience.

Includes a landing page, contest legal, CASL-compliant entrant database, contest brand with matching ad drivers, full post-mortem reporting.

Contest sponsors must furnish a no-strings attached prize or prizes, exclusive of the contest fee. Ask us for case studies.

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SEARCH ENGINE MARKETING (SEM/PPC)

Our search team will begin your Search Engine Marketing Campaign in by working with you to establish your campaign KPIs (key performance indicators).

Goals:

Form submissions, phone calls, impressions, click-through traffic, coupon downloads.

Budgets:

If retargeting is included, allocated amount Key Products or Pages, Featured products or promotions Geo-Targeting: Specific cities where ads are shown Targeted Keywords: Keywords that trigger ads

Key Selling Points:

Value proposition in ads to generate clicks Service includes:

- **Keyword Research: client, competitor, industry**
- **Setup of Campaigns**
- **Setup of Ad groups**
- **Value Proposition Creation**
- **Bid Adjustments**
- **Negative & Positive Keyword Placements**
- **A/B Split Testing**
- **Ad creative**
- **Call Tracking**
- **Local Search**
- **Remarketing**

Three options to choose from

Basic

The Basic Package is for a single marketing objective within one [1] geographically targeted area. This is 1-2 ads.

Plus

The Plus plan is up to four [4] ad groups and three [3] geos.

Pro

Choose the Pro plan when you require multiple ad groups [4+], multiple geo-targets [4+], or when you're looking for YouTube campaigns, as this objective is only available in the Pro offering.

Google Shopping and Local Service Ads are available as an à la carte add-on to Pro packages

SET UP FEE Applicable per campaign under 90 days

Google Partner

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SEARCH ENGINE OPTIMIZATION (SEO)

Get found on Google

SEO is a custom program that begins with keyword recommendations based on current search rank and number of active monthly searches.

We provide customers with an on-site analysis, a 31-point checklist and a benchmark ranking report. These become the target areas for improvement. Each month, we will provide you with a report to show your program performance.

Our options for SEO range from a 5-keyword package to enterprise-level management. Reach your goals by increasing your page rank.

Service includes:

- **Establishment of SEO starting point:** an initial report will establish a benchmark for the service to be provided (your current positioning)
- **SEO website audit and analysis:** Consisting of a 31-point report
- **Keyword Analysis:** Your representative evaluates keywords (search terms) and establishes long-term SEO placement goals
- **On-Page Optimization:** Analysis of your website and required content changes to ensure that search engines know what you want to be found for
- **Off-Page Link Building:** Used to build authority for your website. It's very much a popularity contest – we will build high page rank links to the web pages containing your search terms

- **Google Local Pin:** Placement representation as it relates to what you want to be found for. We will claim your Google local listing on your behalf and optimize it to rank for specific local searches
- **Reporting:** Each month, your account manager will send you a report with the performance of your search terms. This report allows us to evaluate our performance and make any adjustments as we move forward together.

Enterprise-level (20+ keywords) service includes

- Citation bursts (link building) and content
- A quarterly StandOUT. Adding links from high-ranking domain authority helps to boost your organic search rank
- Lower cost per keyword than other packages

Google Partner

Connect with one of our account managers for more information.

EMAIL AMPLIFICATION AND WHITE PAPERS

Email automation enables businesses to nurture leads and build long-cycle engagement.

Your marketing program involves sending personalized emails based on web activity, demographics, and how users interact with your content. This is an effective way to create segmented audience buckets and heat up leads to conversion.

Use marketing automation to identify hot leads as sales opportunities. To nurture or 'qualify' leads, we employ a funnel structure which filters potential customers through a journey, designed to nurture intent users.

This strategy focuses on a 3-tiered approach across social channels:

1. Awareness

2. Engagement

3. Action

Qualified leads are entered into a database for segmentation, filtering, and into a drip email campaign with sequential remarketing and email nurturing.

Connect with one of our account managers for more information.

WEBSITE ANALYTICS

Google Analytics allows you to monitor the effectiveness of your online marketing activities, onsite content, user experience, and device functionality. These metrics help you understand which tactics are working for you.

Service includes:

- Tracking code installation
- Internal site search tracking
- Conversion goals setup
- Conversion funnels setup
- Custom dashboard creation
- Custom Segments (if needed)
- Event tracking (if needed)
- Profile Filtering (if needed)
- Scheduled reporting

Google

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COMMUNITY LEADERS

Be recognized for supporting local news coverage in B.C.

Community Leaders gives businesses the unique opportunity of being a presenting sponsor of editorial content.

It's different than sponsored content; it's editorial content that you, as the advertiser, can attach your brand to. Advertisers have the option of a weekly or monthly story in a category of your choosing which **you will own for 12 months**. Sponsor benefits include display ads, mobile persistent banner impressions and a directory listing on the **newspaper.com** hosting your community leader sponsorship.

Editorial Sponsorship

Premium display ads in 1:1 and 6:1 formats, mobile persistent banner impressions, Community Leader logo tagging, community profile online.

PRESENTED BY

COMMUNITY LEADERS PROGRAM

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