

**FoundLocally serves  
8 million Ad  
Impressions/month  
Coast-to-Coast reach!**

# FoundLocally

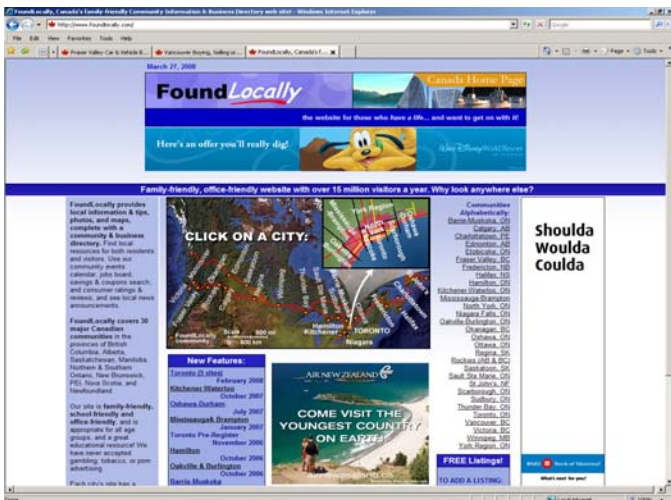
**FoundLocally.com Media Inc**

**Advertiser One Sheet: April 2008**

**Our Movie Listings  
Reach Over  
127,000 people / mo  
Great demographic!**

FoundLocally provides **community-focused portals** for consumer and business audiences in: Victoria, Vancouver, Fraser Valley, Okanagan, Banff & Rockies, Calgary, Edmonton, Saskatoon, Regina, Winnipeg, Thunder Bay, Sault Ste Marie, Sudbury, Barrie-Muskoka, Kitchener-Waterloo Niagara Falls, Hamilton, Oakville-Burlington, Mississauga-Brampton, Toronto (4 sites), York Region, Oshawa-Durham, Ottawa-Gatineau, Fredericton, Charlottetown, Halifax & St John's.

Each city's site includes **community information**, photos and maps, and covers its history, politics, sports, recreation, entertainment, attractions, shopping, retail goods & services, and business-to-business. Each city has a **Free Community Business Directory**, integrated with an **Events Calendar**, **Jobs & Resumes** postings, **News Announcements & Coupons/Sales Flyers**.



FoundLocally serves 1,756,431 page views by 483,000 unique visitors making 753,000 visits a month, including its affiliate sites **TransCanadaHighway.com** and **MovingInCanada.com** (month of April 2008).

## Site Promotion

FoundLocally is web marketed by **"word of mouse"** garnering 378,000 listings in Google & 665,000 on the top 25 engines, which contribute 30% of traffic. Its **links from major civic, library and school board web sites** contribute 21% of traffic, and 49% of **users know and enter our URL**. Our traffic has continued steady growth over the last 6 years

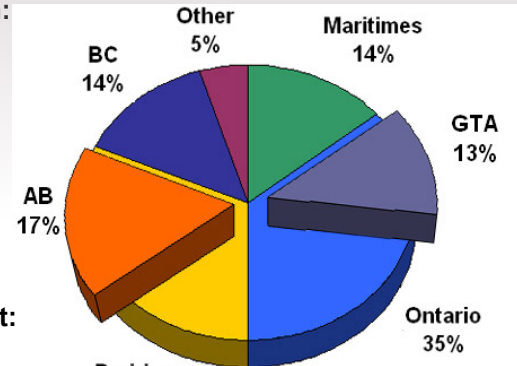
For more information about advertising on FoundLocally, please contact **24/7 Media (Canada) Inc.** in Toronto: (416) 966-2542 or email [sales@247canada.com](mailto:sales@247canada.com)  
*Agency and quantity discounts apply.*



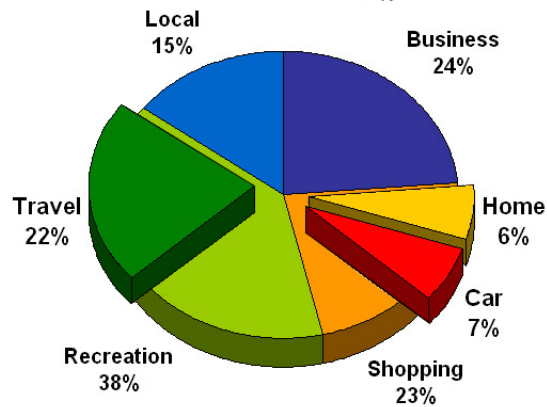
**FoundLocally.com Media Inc.**, 1600-144-4th Avenue SW, Calgary AB, T2P 3N4 t:(403) 245-2194 f: (403) 237-5551 e:[mark@FoundLocally.com](mailto:mark@FoundLocally.com)

## Site Demographics

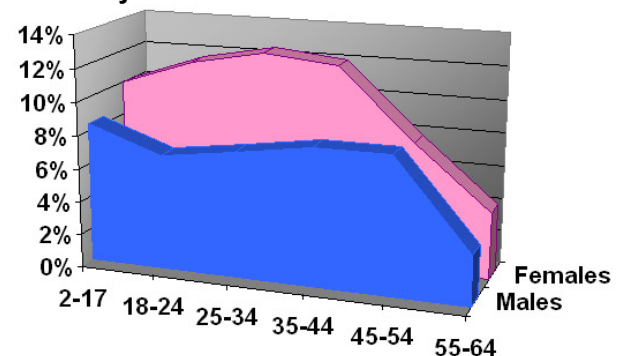
Traffic by Region:



Traffic by Interest:



Traffic by Gender:



## Build Branding & Site Traffic!

You can advertise on FoundLocally with:

1. **Leaderboard advertising** 728 x 90 pixels
2. **Skyscraper advertising** 120 x 600 or 160 x 600
3. **Big Box advertising** 250 x 250 or 250 x 300 rich media
4. **Pop under/over** no size restrictions
5. **Banner advertising** 468 x 60 pixels
6. **Free local directory**— descriptions, web-links, logo, jobs, news, events, coupons/sales