

# LIQUORRETAILER.com

LiquorRetailer.com is a one-stop, mobile-friendly site for news and information covering all aspects of liquor retailing from stores to pubs and bars. This media kit describes opportunities for advertisers to reach this unique, valuable audience.

## audience & demographics

LiquorRetailer.com audience: **Owners, managers, bartenders and industry executives**

LiquorRetailer.com is a comprehensive source of industry news, trends, and in-depth information for anyone in the liquor industry, particularly in Western Canada.

Reaching this audience can be difficult and expensive, however, LiquorRetailer.com is heavily promoted to the industry through social media including Twitter, Facebook, Instagram and LinkedIn as well as print (*Liquor Retailer* magazine and *The Publican* magazine) ensuring you reach your target audience and help them stay current on your products.



## opportunities

**Buyer's Guide:** The Buyer's Guide section of the website offers a great opportunity to showcase your company and products in a very cost-effective manner.

**Straightshots!:** This subscription-based bi-weekly e-newsletter provides the industry with the very latest news and helps to drive continuous traffic to the site. Advertising opportunities are available for Straightshots! independent of the website or in various online and print combinations.



# rates

Position	Size	Monthly	Quarterly
HP Leaderboard	728x90	\$500.00	\$1350.00*
Mobile Leaderboard	320x50	included	included
Medium Rectangle	300x250	\$300.00	\$810.00**
Reg. Leaderboard	728x90	\$200.00	\$540.00**
Supplier Showcase Video	300x300	\$500.00	\$1350.00
Article Page	300x250	\$200.00	\$540.00

\* fixed placement \*\* prices are in rotation of 5 ads

The Home Page Leaderboard is a fixed placement. Fixed placements are available for other positions, so please call for availability and pricing. All other ads are in a rotation of a maximum of 5 advertisers (your ad will appear a minimum of 20% of all page views).

Annual rates available upon request.



## Buyers' Guide

You can list your company under one or more category in the Guide. Following are annual rates for participating in the Guide. Each position is completely web-enabled with links to your website and email address.

### Basic Listing \$350

- Company name & address
- Phone number
- Email address with link
- Web address with link to site
- Company listed in one category

### Enhanced Listing \$495

- Company name & address
- Phone number
- Email address with link
- Web address with link to site
- Company listed in 5 categories
- Social media share buttons
- Company logo
- 50-word company description
- Dynamic map

## straightshots!

The e-newsletter is sent out bi-weekly and prices are based per quarter (6-7 issues). There are only 2 positions available.

**Header Leaderboard - 468x60** \$700.00 quarterly

**Footer Leaderboard - 468x60** \$500.00 quarterly

Annual rates available upon request. All rates are subject to local tax.

For more information, please contact Joyce Hayne

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