

Media Kit for KSANews.ca - Kamloops, BC

Introduction: Welcome to the KSANews.ca Media Kit! We are a leading news website based in Kamloops, British Columbia, dedicated to providing reliable and up-to-date news and updates focused on the disability community and local events in the Kamloops area. Our platform serves as a valuable resource for both residents and visitors seeking comprehensive coverage of important topics and happenings in our region.

Website Overview: KSANews.ca is an independent online news platform that aims to inform, engage, and empower the disability community while highlighting the vibrant events and activities taking place in Kamloops, BC. We are committed to delivering accurate, inclusive, and diverse content to our readers.

Audience: Our audience primarily includes individuals within the disability community, their families, caregivers, and allies. Additionally, we attract local residents of Kamloops who are interested in staying updated on community events and initiatives.

Traffic Stats:

- Monthly Visitors: 800+
- Monthly Pageviews: 16,000+
- Average Time Spent on Site: 2 minutes 15 seconds
- Traffic Sources:
 - Organic Search: 40%
 - Direct Visitors: 25%
 - Referral Traffic: 20%
 - Social Media: 10%
 - Local Search: 5%

Demographics:

- Geographical Distribution:
 - Canada and the Kamloops area : 70%
 - British Columbia (outside Kamloops): 20%
 - Canada: 5%
 - International: 5%

Content Categories:

- Disability Community: News, resources, and stories that impact the disability community in Kamloops and beyond.

- Local Events: Comprehensive coverage of events, festivals, and activities happening in the Kamloops area.
- Community Initiatives: Highlights of local projects, programs, and initiatives aimed at improving the lives of residents.

Advertising Options:

1. **Banner Ads:** Prominent display of your brand with banner advertisements on our homepage and relevant content pages.
2. **Sponsored Articles:** Share your message through sponsored articles integrated seamlessly into our content.
3. **Event Promotions:** Maximize event attendance through dedicated event promotion campaigns.
4. **Newsletter Sponsorship:** Feature your brand in our monthly newsletter distributed to subscribers interested in disability-related news and local events.
5. **Social Media Promotion:** Leverage our social media platforms to engage with our audience and increase brand visibility.

Contact Information: For advertising inquiries, custom campaigns, and partnership opportunities, please get in touch with our marketing team:

- Email: thekamloopsselfadvocate@yahoo.com
- Phone: 250-828-1344

Additional Information:

- Founded: [2013]
- Mission: To provide accessible and inclusive news content that fosters understanding, support, and awareness in the disability community.
- Community Engagement: We actively participate in local events and collaborate with organizations to strengthen community connections.

Download the Media Kit: [<http://ksanews.ca/wp-content/uploads/2023/08/Media-kit.pdf>]

Thank you for considering KSAnews.ca as a platform to promote your brand and initiatives. We look forward to working with you to create meaningful and impactful campaigns that resonate with our audience.

Note: The provided statistics are approximate and may vary over time as our platform continues to grow and evolve.