



**Master
Promotions Ltd.**



**ALBERTA SPORTSMEN'S
DIGITAL
MARKETPLACE**

MEDIA KIT

DIGITAL MARKETING PLATFORM

Extend your online presence with help from our experienced marketing professionals! The Digital Marketing platform will allow users to visit our website and search through a database of exhibitors by name, category, and more! This combined with the ability to enhance your listing with video, image and product specials makes it a fantastic opportunity to get your product and services in front of a targeted audience. See full details below.

ALBERTA SPORTSMEN'S SHOW:

How will we get the word out?

- **Direct email communications** to our database of **5,000 past show** attendees.
- **Daily postings to our Facebook** network with an audience of **8,400 plus followers**.
- **Daily postings to our Instagram** network with an audience of **2,000 plus followers**.
- Our **event website** will be directing traffic to the Digital Marketing platform by the thousands!
- **Multi-media partners**, such as local radio and print are in the works.
- **Multiple Facebook and Google Ad** campaigns to help draw new audience to the Digital Marketing Platform.
- **Association Partnerships** including AHEIA, Wes David, Fish & Game Associations, and many others – will be supporting our efforts by getting the message out to their members

LISTING OPTIMIZATION

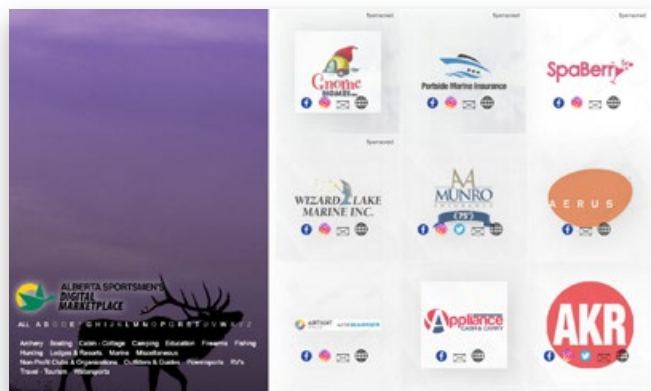
Below are some options for you to Optimize your Listing! Ensure it stands out above the rest.

- **PRIME POSITION ON HOME PAGE** provides you the opportunity to be sponsored and appear on the top of the listing on the website. Although the listing is ordered alphabetically this guarantees you a top listing – like prime location of your booth! You also become the first listed in your respective categories.

- **Price \$500.⁰⁰** (This Opportunity is limited to 9)

- **VIDEO OPTIMIZATION** provides you the opportunity to upload more than two videos in your listing. In **Plus & Deluxe** listing you can upload a total of two videos and one video in Highlights and Specials. This opportunity allows you to upload up to 8 videos total! Video content is king.

- **Price \$100.⁰⁰**



EMAIL MARKETING

A powerful way to reach our dedicated audience lists would be to purchase banner ads or highlighted content post to be included into our visitor communications. Based on your Digital Marketing Platform tier, some content posts may be included. Inventory per email below.

- **FEATURED CONTENT POST** – Included in **Deluxe & Platinum Packages** (1 email) & available for add-on purchase. Provide a photo, logo or video, a 5-10 word heading, 50 words and a link to your listing to be included in this post. **Price: Photo/Logo: \$175.00 per email or Video: \$275.00 per email**

- **Featured Content** – 2 available per email (16 total)



Featured Content Heading

Place article copy here. Be sure to make the articles short and concise as people tend not to read much more than a couple of paragraphs. Place article copy here. [MAX: 50 WORDS]

[Text Link](#)

FEATURED CONTENT: 1 photo or video, subject line, 50 words + link
Photo: \$175.00 per email
Video: \$275.00 per email
**Included in Deluxe Package

- **FEATURED SHOUT-OUT** – Included in the **Plus Package** (1 email) & available for add-on purchase. This text only option gives you the opportunity to highlight your company, products or services. We can also write the shout out for you based on your listing. Limited to one 5-10-word subject line, up to 30 words of text and a link to your listing. **Price: \$125.00 per email**

- **Featured Shout-out** - 3 available per email (24 total)

FEATURED SHOUTOUT

SHOUTOUT [MAX 30 WORDS + 1 LINK]

Think about the purpose of your email: You want readers to respond in a certain way, so use specific call-to-actions such as visit our website, shop the sale now, or sign up for specials.

[Link to Additional Resources](#)

SHOUTOUT [MAX 30 WORDS + 1 LINK]

Think about the purpose of your email: You want readers to respond in a certain way, so use specific call-to-actions such as visit our website, shop the sale now, or sign up for specials.

[Link to Additional Resources](#)

SHOUTOUT [MAX 30 WORDS + 1 LINK]

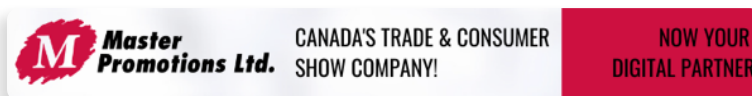
Think about the purpose of your email: You want readers to respond in a certain way, so use specific call-to-actions such as visit our website, shop the sale now, or sign up for specials.

[Link to Additional Resources](#)

FEATURED SHOUTOUT: Subject line, 30 words + link
Price: \$125.00
**Included in Pls Package

- **LEADERBOARD & BIG BOX** ads to appear in an email in a prime position. These ad sizes are optimized for both desktop and mobile viewing. **Price: \$125.00 per email**

- **Leaderboard** - 2 available per email (16 total)



LEADERBOARD AD: 728x90px + link
Price: \$125.00 per email

- **Big Box** - 4 available per email (32 total)



BIG BOX AD: 300x250px + link
Price: \$125.00 per email

CUSTOMIZATION? Do you have an idea for an eBlast presence – let us know, and we will work with you on content, imagery & pricing.



OUR TITLE

Get readers excited about your newsletter with a quick introduction that highlights your main topic, and let the rest of the email cover the details.

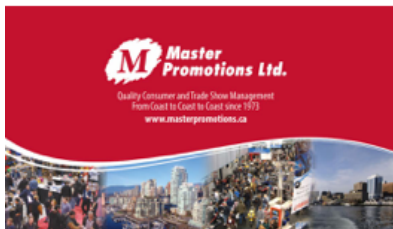
[Visit our website](#)



Featured Video

Place article copy here. Be sure to make the articles short and concise as people tend not to read much more than a couple of paragraphs. Place article copy here. [MAX: 50 WORDS]

[Text Link](#)



Featured Content Heading

Place article copy here. Be sure to make the articles short and concise as people tend not to read much more than a couple of paragraphs. Place article copy here. [MAX: 50 WORDS]

[Text Link](#)



CANADA'S TRADE & CONSUMER
SHOW COMPANY!

NOW YOUR
DIGITAL PARTNER



CANADA'S TRADE &
CONSUMER SHOW
COMPANY!

NOW YOUR DIGITAL PARTNER



CANADA'S TRADE &
CONSUMER SHOW
COMPANY!

NOW YOUR DIGITAL PARTNER

FEATURED SHOUTOUT

SHOUTOUT [MAX 30 WORDS + 1 LINK]

Think about the purpose of your email: You want readers to respond in a certain way, so use specific call-to-actions such as visit our website, shop the sale now, or sign up for specials.

[Link to Additional Resources](#)

SHOUTOUT [MAX 30 WORDS + 1 LINK]

Think about the purpose of your email: You want readers to respond in a certain way, so use specific call-to-actions such as visit our website, shop the sale now, or sign up for specials.

[Link to Additional Resources](#)

SHOUTOUT [MAX 30 WORDS + 1 LINK]

Think about the purpose of your email: You want readers to respond in a certain way, so use specific call-to-actions such as visit our website, shop the sale now, or sign up for specials.

[Link to Additional Resources](#)

CAMPAIGN DATES:

March 1 - 31, 2021

LOCATION

48 Broad St
Saint John, NB

Master Promotions Ltd. | 1-888-454-7469 | info@mpltd.ca | www.mpltd.ca

**FULL EMAIL
LAYOUT EXAMPLE**

GRAPHIC & VIDEO SERVICES

Another way to differentiate your listing is to have it graphically pleasing with the support of images and videos for visitors to explore. Don't have in-house design or video teams? We can help!

Let us provide you with graphic kits to promote your presence on the Digital Marketing Platform, and for future online presence in the months to come. Our team can create social media and web optimized graphics. Let's look at some options.

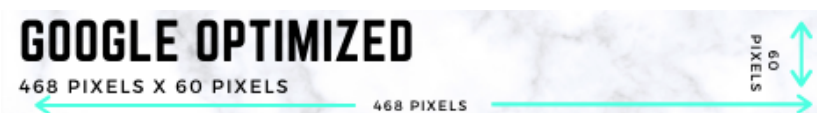
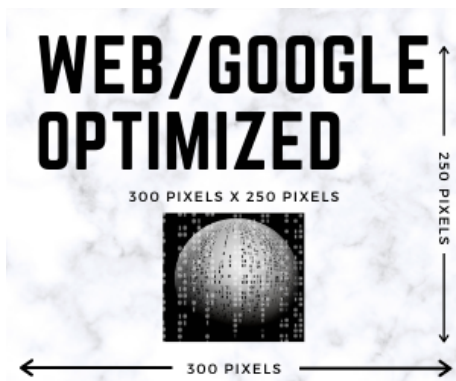
- **GRAPHIC EDITING SUPPORT** – One hour of Graphic support is included in the **Plus, Deluxe, and Platinum Packages**. Do you have a Basic Listing or need more than an hour? Our team can provide any support needed to edit, resize or create graphics for you. Provide us your idea and we will make it a reality!
 - **Price: \$100.00 per hour.** Opportunity is limited based on demand. First come, first serve.
- **VIDEO EDITING SUPPORT** – Two hours is included in the **Deluxe & Platinum Package**. Do you have a Plus or Basic listing and need some video editing support? Do you have raw footage, previous footage in MP4 format? We can help create a video for your listing. Based on your concept and provide an estimated time.
 - **Price: \$150.00 per hour.** Opportunity is limited based on demand. First come, first serve.
- **3 IMAGE GRAPHIC KIT** – It is exactly how it sounds. You provide us with your logo, an image, or an idea and we will create three graphics for your use on Facebook, Instagram and web. We have selected these three sizes as they are optimized for the most common social media platforms. **Price: \$200.00**
 - **Facebook Optimized** – 940pxls x 788pxls
 - **Instagram Optimized** – 1080pxls x 1080pxls
 - **Web & Google Optimized** – Leaderboard Size. 728pxls x 90pxls



- **6 IMAGE GRAPHIC KIT** – Same as the kit above but we will provide you with six images. You provide us with your logo, an image, or an idea and we will create six graphics for your use on Facebook, Instagram, Google and Web. We have selected these six sizes as they are optimized for social media, web and Google.

Price: \$400.⁰⁰

- **Facebook Optimized** – 940pxls x 788pxls. See above sample
- **Instagram Optimized** – Post size. 1080pxls x 1080pxls. See above sample
- **Web & Google Optimized** – Leaderboard size. 728pxls x 90pxls. See above sample
- **Instagram Story Optimized** – 1080pxls x 1920pxls
- **Web & Google Optimized** – Big Box. 300pxls x 250pxls
- **Google Ad Optimized** – 468pxls x 60pxls



SOCIAL MEDIA SERVICES

Social Media is a great way to promote your business in front of thousands of people. Our team of marketing experts will work with you to develop a variety of social media campaigns for your social media platforms and optimize them in order to get the best results for your company.



The platforms we currently work with are: Facebook, Twitter, Instagram & LinkedIn. **Availability of the packages will be based on demand and is first come, first serve. Please contact a member of our team for more information.*

ONE NETWORK PACKAGE

Our team will work with you to develop a campaign and to determine on which one of your platforms it will perform best.

This package includes:

- Choice of 1 network
- 10 Posts per Month
- 1 Paid Campaign (Contest or boosted post)
- Minimum Ad Spend of \$150

Price: \$250.00 + \$150 Ad Spend. **Opportunity is limited based on demand. First come, first served.*

TWO NETWORK PACKAGE

Our team will work with you to develop a campaign and to determine on which two platforms your campaign will perform best.

This package includes:

- Choice of 2 networks
- 20 Posts per Month (10 per network)
- 2 Paid campaigns (Contest or boosted post)
- Minimum Ad Spend of \$200

Price: \$400.00 + \$200 Ad Spend. **Opportunity is limited based on demand. First come, first served.*

THREE NETWORK PACKAGE

Our team will work with you to develop a campaign and determine on which three platforms your campaign will perform best.

This package includes:

- Choice of 3 networks
- 30 Posts per Month (10 per network)
- 2 paid campaigns (Contest or boosted post)
- Minimum Ad Spend of \$300

Price: \$500.00 + \$300 Ad Spend. **Opportunity is limited based on demand. First come, first served.*

FOUR NETWORK PACKAGE

Our team will work with you to develop a campaign for all four of your networks.

This package includes:

- All 4 networks included
- 40 Posts per Month (10 per network)
- 3 paid campaigns
- Minimum Ad Spend of \$400

Price: \$575.00 + \$400 Ad Spend. **Opportunity is limited based on demand. First come, first served.*

SOCIAL MEDIA ADD-ONS

DIGITAL MARKETING PLATFORM

We also have several “add-ons” available for exhibitors to purchase in addition to the social media packages above. These add-ons include:

- **SOCIAL MEDIA SHOUTOUT** – Included in the **Plus, Deluxe, and Platinum Packages**.

This is an opportunity to highlight any new products and/or promotions you have to a larger audience. **Price: \$125.⁰⁰. 40 opportunities available. First come, first served.**

This add-on will include:

- Basic Post on 1 Social Network of your choosing.
 - Options include: Facebook, Instagram, Twitter
- Business’ social media page tagged in post
- Link to Digital Marketing Platform
- 1 Product picture or graphic
- **Basic Social Media Post example on next page**

- **FACEBOOK CONTEST** – Contests are a great way to increase brand awareness. They will take place on our platforms where our team will optimize the campaign to reach as many new eyes as possible. Prize must be provided by exhibitor and must be a minimum \$500.00 value.

Price: \$200.⁰⁰ + Prize valued at \$500.⁰⁰ minimum. 6 Opportunities available. First come, first served. Maximum of (1) contest is available per exhibitor.

This add-on will include:

- Facebook Post
- Link to listing in the Digital Marketing Platform listing
- Exhibitors Facebook page tagged in post
- 3 Day contest period
- \$50.00 boost
- **See Contest Post example on next page**

- **PROMOTED SOCIAL MEDIA POST** – Our team will work with you to develop a campaign to help increase your audience reach and engagement. Included in **Platinum Package**.

Price: \$350.⁰⁰. 5 Opportunities available. First come, first served.

Maximum of (1) boosted post is available per exhibitor.

This add-on will include:

- Features included in the Basic Social Media Post option
- Opportunity to boost post to a custom audience on 2 networks (Facebook & Instagram)
- Opportunity to reach a larger audience
- Includes a \$50 ad spend
- Boosted for 1 week
- Campaign Results
- **See Promoted Post example on next page**

Fredericton Home Show
12 June · 🌐

Local companies like **Aerus - Saint John & Area**, are important to our communities, and businesses like them deserve support!
#SupportLocal Learn more about Aerus here: <http://ow.ly/1nJn50A37IF>
Shop with NB businesses to complete your home projects - and explore our Find a Local Expert tool: <http://ow.ly/s9XN50A37IE>



Shoutout to
AERUS
#SUPPORTLOCAL

371 People reached 7 Engagements

Boost post

Results from a non-boosted post

BASIC MEDIA POST EXAMPLE

PROMOTED POST EXAMPLE

Halifax RV Show
18 January · 🌐

The Halifax RV Show returns to the Halifax Exhibition Centre, January 23-26, 2020.

Show Hours:
■ Jan 23 - 12:00pm – 8:00pm
■ Jan 24 - 10:00am – 8:00pm
■ Jan 25 - 9:00am – 8:00pm
■ Jan 26 - 10:00am – 5:00pm

Click to purchase tickets 🎟
<https://secure.masterpromotions.ca/tickets/?event=100026>
See you there!



SECURE.MASTERPROMOTIONS.CA

Adventure awaits ...

Shop Now

6,602
People reached

221
Engagements

Boost again

Boosted on 18 January
By Bill Shakespeare

Completed

People reached 5.1K

ThruPlays 1.3K

Results of a boosted post

CONTEST POST EXAMPLE

Moncton Boat Show
2 March 2018 · 🌐

Contest is now closed, thank you

🌟 CONTEST TIME 🌟
We've partnered with the Cavendish Beach Music Festival to bring you this giveaway 🎟 2 general admission tickets to the best party on the island + 2 tickets to the Moncton Boat Show!
To enter, just LIKE & SHARE this post and TAG your buds below 🙌 in the comments who you want there with you. We'll make the draw on March 19, 2018. 🍀




6,247 Engagements

2K

2.1K comments 2K shares