



ADVERTISING ON TOWN CRIER

Town Crier is a unique advertising channel for Muskoka that allows you to reach potential customers who are already downtown. It is built on a free public wifi network that is jointly hosted by local businesses and available to visitors.

How does it work?

First, we create a **campaign** - a web page with text, images and links advertising your product or service.

Then, we reserve an **ad slot** - a one-hour window in each community. During this time, anyone using the Town Crier wifi will have their web browser redirected to your campaign.

You will receive 4 ad slots per month during normal business hours as part of the standard pilot package.

Every 3 months we will create a new campaign for you at no additional charge. When reserving monthly ad slots, you will be able to choose from among any of the campaigns we've built for you.

How much does it cost?

Normally, the cost for the basic service is \$1200 per year. However, we are currently offering limited-time pilot pricing of **\$400 for 15 months** (June 2017 - August 2018).

What if I want more campaigns or ad slots?

Additional campaigns and ad slots will be available for purchase starting July 2017.

I want to be an advertiser. What now?

Contact Graham Porter at The Network to arrange for a meeting.

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