



OntarioByBike.ca

Digital Partner Report

Leaderboard Advertisement: August, September, October 2024

Skyscraper Advertisement: May, July 2024

Enewsletter Advertisement: April, September 2024

Sponsored Blog Content: February 2024



For more information or to rebook advertisements, contact:

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Note: 2025 marketing partnership opportunities and media kit will be emailed direct mid October 2024

Featured Banner Advertisement on OntarioByBike.ca (*Homepage & All Subpages*)

LEADERBOARD BANNER

DURATION: AUGUST 1 – 31, 2024

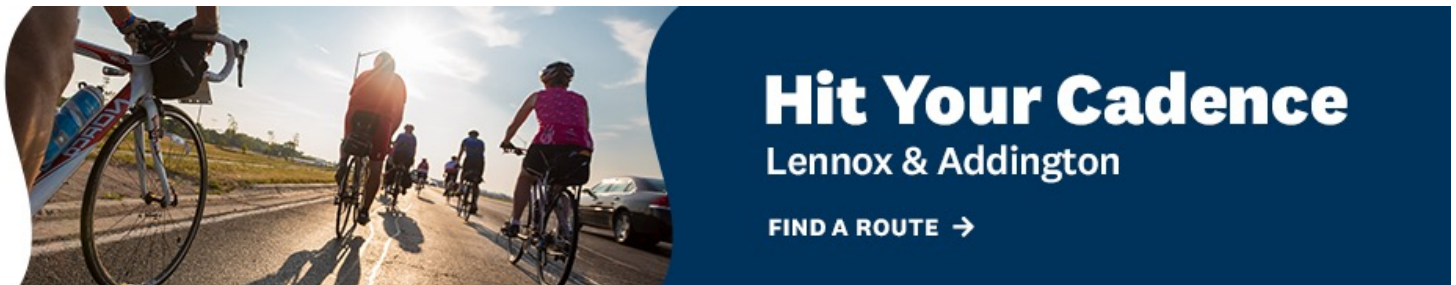
Provided Link for Banner Linkage:

- southeasternontario.ca/cycling

Ad Views: 48,326

Total Clicks: 74

User CTR: 0.15%



Featured Banner Advertisement on OntarioByBike.ca (*Homepage & All Subpages*)

LEADERBOARD BANNER

DURATION: SEPTEMBER 1 – 30, 2024

Provided Link for Banner Linkage:

- southeasternontario.ca/cycling

Ad Views: 41,045

Total Clicks: 66

User CTR: 0.16%



Breakaway from the Everyday
Stormont, Dundas and Glengarry

FIND A ROUTE →

Featured Banner Advertisement on OntarioByBike.ca (*Homepage & All Subpages*)

LEADERBOARD BANNER

DURATION: OCTOBER 1 – 31, 2024

Provided Link for Banner Linkage:

- southeasternontario.ca/cycling

Ad Views: 28,530

Total Clicks: 127

User CTR: 0.45%



Lead the Pack

Frontenac County

FIND A ROUTE →

Featured Banner Advertisement on OntarioByBike.ca (*All Subpages*)

SKYSCRAPER BANNER

DURATION: MAY 1 – 31, 2024

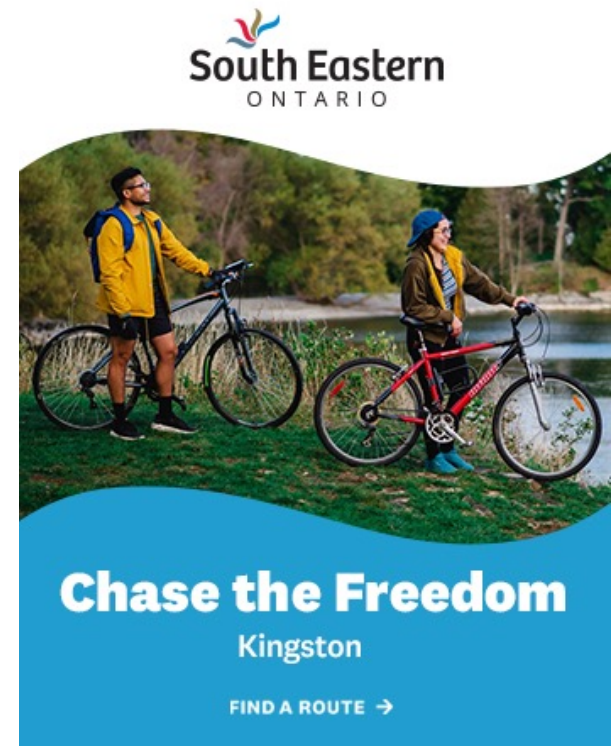
Provided Link for Banner Linkage:

- southeasternontario.ca/cycling

Ad Views: 41,159

Total Clicks: 29

User CTR: 0.07%



Featured Banner Advertisement on OntarioByBike.ca (*All Subpages*)

SKYSCRAPER BANNER

DURATION: JULY 1 – 31, 2024

Provided Link for Banner Linkage:

- southeasternontario.ca/cycling

Ad Views: 46,887

Total Clicks: 63

User CTR: 0.13%



Enewsletter Banner Advertisement on OntarioByBike Enewsletter

April 2024 Enewsletter

Enewsletter Link:

- conta.cc/43ZZesm

Provided Link for Banner Linkage:

- southeasternontario.ca/cycling

Total Sent: 16,897

Total Page Opens & Ad Views: 8,646 (59%)

Ad Clicks: 21

CTR: 0.24%



Set Your Pace
Prescott-Russell

[FIND A ROUTE →](#)



The banner features the "Explore Ontario By Bike!" logo at the top, with the tagline "Stop at bicycle friendly places to eat, visit & sleep." Below this is the title "Ontario By Bike E-News: April 2024". The main article is titled "Spring Dreaming: Three Hastings County Gravel Routes to Ride this Season" and is accompanied by a photo of a woman on a gravel bike. A "Read Blog" button is provided. At the bottom, there is a "Set Your Pace" section for Prescott-Russell with a "FIND A ROUTE" link and a small photo of cyclists.

Enewsletter Banner Advertisement on OntarioByBike Enewsletter

September 2024 Enewsletter

Enewsletter Link:

- conta.cc/4dZJl9x

Provided Link for Banner Linkage:

- southeasternontario.ca/cycling


Total Sent: 17,146

Total Page Opens & Ad Views: 8,199 (56%)

Ad Clicks: 8



CTR: 0.1%

Cycle Guelph, Ontario!




Guelph is a cyclist's dream with the natural beauty found in Guelph's green spaces and it's "big city, small town" vibe. Whether you're a seasoned rider or a casual cyclist, Guelph has something for you! Guelph Tourism asked their friends at Flow State Bike Co. to give them a rundown of their shop and their top recommendations for cyclists who come through. Get ready to explore some of the best cycling experiences Guelph has to offer including scenic trails, tasty treats, and even boutique bike shops!

[Read Blog](#)

  **Ditch the Car**
Hastings County
[FIND A ROUTE →](#)

We Want to Hear from You!

As we're well into the 2024 cycling season, we would love to hear



Ditch the Car
Hastings County

[FIND A ROUTE →](#)

Sponsored Blog Content

Feature Month: February 2024

Date Published: February 1, 2024

Blog Link:

www.ontariobybike.ca/prescott-russell-eastern-ontarios-next-great-rail-trail

Content: Provided by Partner

Total Hits: 1,203

Total hits are as of report date, November 1, 2024. Blog remains live and page views/reads will continue to grow in perpetuity.

Promotion Via:

- Website (Homepage & All Pages Side Module, 20,222 page views across website in Feb 2024)
- E-Newsletter (16,810, subscribers)
- 1x Facebook (8,961 followers)
- 1x Instagram (5,262 followers)

Prescott & Russell: Eastern Ontario's Next Great Rail Trail

[Print Friendly](#)



Rail trail riding fans unite, and make plans to head to the United Counties of Prescott and Russell in Eastern Ontario to ride the 72km Recreational Trail that stretches across the countryside, south of Ottawa to near the Quebec border.

With the significant recent trail and amenity improvements, boost the Prescott & Russell Recreational Trail to top of the list for your next rail trail adventure. Newly designated as a part of the Trans Canada Trail, you can easily choose a distance that best suits your ride style, shorter or longer, for a spin on this well-maintained unpaved rail trail.





Thank You For Your Partnership


www.OntarioByBike.ca

For more information contact

Ontario By Bike / Transportation Options

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Email: info@ontariobybike.ca

Transportation
Options  30
YEARS