

Curiocity Toronto

- BIA discount rates 20% across all tactics
- 3 Instagram Single Story Slides for the 4th slide free

Curiocity - Display Advertising		
Product	Pricing	Notes
Curiocity - ROS Display Ads	\$18 CPM	Ads will run across the site, on both desktop and mobile.
Curiocity - Section Takeover	\$30 CPM	Ads will run in one or more sections of the site, on both desktop and mobile.
Curiocity - Social Media		
Product	Pricing	Notes
Curiocity - Instagram - Hosted Reel	\$2,000 for one city, \$1,800 per additional city	A Curiocity host will come to your venue and create a 60 to 90 second video based on your direction, and will post it to their Instagram account.
Curiocity - Instagram - Reel - Video provided by client	\$1,750 for one city	You may provide a video of your own creation, Curiocity may choose to edit the video to make it align more with their voice. The video will post it to Curiocity's Instagram account.
Curiocity - Instagram - Hosted Story	\$1,500 for one city.	A CurioCity host will come to your venue and take video footage based on your direction, to produce 4 to 5 Instagram Story Slide videos, and post them to the Curiocity Instagram Story feed.
Curiocity - Instagram - Post/Carousel	\$1,500 for one city, \$1,350 per additional city	Curiocity will post up to 6 lifestyle photos of your venue to the grid of their Instagram account. For an additional \$300, a Curiocity photographer can come to your venue and take photographs for the Post/Carousel.
Curiocity - Instagram - Single Story Slide	\$500 for one city, \$350 per additional city	You may submit one photo or poster with swipe-up text and a destination URL, and Curiocity will post it to their Instagram Stories feed.
Curiocity - Instagram - Contest	\$1,750 for one city	Engage, spread awareness and create brand loyalty with followers of Curiocity through a sponsored Instagram Contest posted to their feed. Prize fulfilled by client, Client @mentions, preferred copy direction, up to 4 client provided photos.
Curiocity - Facebook - Post/Carousel	\$750	Client can submit up to 4 photos with a caption and a destination URL, and Curiocity will post it to their Facebook page for users to find when they are scrolling through their news feed organically
Curiocity - Advertorial		
Product	Pricing	Notes
Curiocity - Advertorial/Sponsored Article	\$1,250 + \$750 per additional city	The talented team of Curiocity writers will curate an Advertorial piece about your business. You may provide up 4 product or lifestyle photos, and desired click URLs. The article will be promoted on Curiocity's home page, in an Instagram Story , as well as a Facebook Share .

		https://curiocity.com/city-of-toronto-victoria-day-fireworks-show-2023/ https://curiocity.com/q107-canada-day-weekend/
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Curiocity - Sponsored Content

Product	Pricing	Notes
Curiocity - Sponsored Thing to Do (TTD)	\$750	The article will be promoted on Curiocity's home page, in an Instagram Story, as well as a Facebook share. https://curiocity.com/things-to-do-in-toronto-on-victoria-day-monday/

EXAMPLE Curiocity Toronto x TABIA Package

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Curiocity - Sponsored Thing to Do (TTD)	\$750	The article will be promoted on Curiocity's home page, in an Instagram Story, as well as a Facebook share. https://curiocity.com/things-to-do-in-toronto-on-victoria-day-monday/
Total:	\$7,250	
Total with BIA Discount:	\$5,800	