

# Suite 66 x TABIA Rate Cards 2023-2024

## Streets of Toronto

BIA discount rates 15% across all tactics

Streets of Toronto - Display Advertising		
Product	TABIA Pricing	Notes
<b>SoT</b> - ROS Display Ads	\$12 CPM	Ads will run across the site, on both desktop and mobile. Recommended buy is 70,000 Impressions \$1050.
Streets of Toronto - Social Media		
Product	TABIA Pricing	Notes
SoT - Instagram - Hosted Reel - with FB + TW + TT extension	\$1,800	A Streets of Toronto 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, Twitter, Facebook and TikTok feeds.
SoT- Instagram- Hosted Reel- with FB + TW + TT extension with TT boost	\$2,200	A Streets of Toronto host will come to your venue and create a 60 to 90 second video based on client direction, and will post it on the SOT Instagram, Facebook, Twitter and Tik Tok feeds. Included in this package is a \$500 Tik Tok boost fee that will be customized and targeted to reach your desired audience.
<b>SoT</b> - Instagram - Hosted Story	\$1,200	A Streets of Toronto host will come to your venue and take video footage based on your direction, to produce 5 to 7 Instagram Story slide videos, and post them to the Streets of Toronto Instagram Story feed.
<b>SoT</b> - Instagram - Post/Carousel	\$800	Streets of Toronto will post up to 6 lifestyle photos of your venue to the grid of their Instagram account. For an additional \$300, a Streets of Toronto photographer can come to your venue and take photographs for the post/Carousel.
<b>SoT</b> - Instagram - Single Story Slide	\$680	You may submit one photo or poster with swipe-up text and a destination URL, and Streets of Toronto will post it to their Instagram Stories feed.
<b>SoT</b> - Instagram - Contest	\$1,200	Engage, spread awareness and create brand loyalty with followers of Streets of Toronto through a sponsored Instagram Contest posted to their feed. Prize fulfilled by client, Client @mentions, preferred copy direction, up to 4 client provided photos.
<b>SoT</b> - Facebook - Post/Carousel	\$600	Client can submit up to 4 photos with a caption and a destination URL, and Streets of Toronto will post it to their Facebook page for users to find when they are scrolling through their news feed organically
<b>SoT</b> - Twitter - Post/Carousel	\$600	Client can submit up to 4 photos with a caption, client @mention and desired hashtags.

Streets of Toronto - Advertorial		
Product	TABIA Pricing	Notes
<b>SoT - Advertorial/Sponsored Content</b> (Original content by SOT)	\$1,680	The talented team of Streets of Toronto writers will curate an Advertorial piece about your business. You may provide 3 to 4 product or lifestyle photos, brand logo and desired click URLs. The article will be promoted on SoT home page for 3 days as well as Facebook, Twitter and their Instagram Story feeds.
<b>SoT - Advertorial/Sponsored Content</b> (Client provided Content)	\$1,400	Client provided article, edited and approved by the Streets of Toronto editorial team. Client can also provide 3 to 4 product or lifestyle photos, client logo, desired URLs. The article will be promoted on SoT home page for 3 day as well as Facebook, Twitter, and their Instagram Story feeds.
Streets of Toronto - Newsletter		
Product	TABIA Pricing	Notes
<b>SoT - Weekly Food Newsletter</b>	\$625	Every Saturday morning the Streets of Toronto food newsletter is sent to 17,100+ subscribers (39.6% open rate). You can choose one of two placements; a native-tile placement, in place of the 3rd Article (that looks like an article), or an image ad (size 625x525pix). Both products are the same price per execution. You may provide a desired click URL for the ads. The most recent newsletter can be found here: <a href="https://mailchi.mp/streetsoftoronto/food-172?e=2109790982">https://mailchi.mp/streetsoftoronto/food-172?e=2109790982</a>
<b>SoT - Bi-weekly Real Estate Newsletter</b>	\$625	Every second Tuesday the Streets of Toronto real estate newsletter is sent to 11,300+ subscribers (42.5% open rate). You may choose one of two placements, a native-tile placement, in place of the 3rd Article (that looks like an article), or an image ad (size 625x525pix). Both products are the same price per execution. You may provide a click URL for the ads. The most recent newsletter can be found here: <a href="https://us20.campaign-archive.com/?u=d5c7cf041eb19346156cfcf01&amp;id=c25d4966c3">https://us20.campaign-archive.com/?u=d5c7cf041eb19346156cfcf01&amp;id=c25d4966c3</a>
<b>SoT - The Concierge List</b>	\$400	Sent on the first of every month. The three coloured squares below images can be sponsored
Streets of Toronto - Sponsored Content		
Product	Pricing	Notes
<b>SoT - Custom - 3 [insert word] things to do this weekend (Website)</b>	\$1,115	Streets of Toronto editorial team will create a customized listicle article with Top things to do in the city, related to your event/show. Client can own a sponsored placement at the beginning of the article where client event will appear as a "Top thing to do". Client may provide copy direction, URL and client images. The article lives on the home page for 3 days,

		and is shared on Facebook, Twitter and Instagram Stories.
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