

JASPER JOURNEYS

Media Kit & Local Advertising Packages

A mobile-first Jasper visitor guide designed to connect travelers with local businesses at the moment they are planning what to do, where to go, and who to choose.

Audience	Jasper visitors, trip planners, families, couples, road-trippers, seasonal workers and local-service searchers.
Visitor Intent	High-intent planning: things to do, trails, attractions, transit, local services, food, weather, safety and itineraries.
Launch Positioning	Founding local business packages with launch pricing while traffic, analytics and advertiser reporting grow.

Advertising Packages

Package	Launch Price	Best For	Includes
Starter Listing	\$29/mo	Basic visibility	Directory listing, category, short description, phone, website, directions link.
Featured Local	\$79/mo	Recommended launch package	Enhanced listing, category feature, visitor CTAs, seasonal update, basic map visibility where applicable.
Premium Partner	\$149/mo	High-visibility local businesses	Featured listing, premium category visibility, map pin where applicable, sponsored guide placement, quarterly refresh.
Map Pin Add-On	\$25/mo	Location-driven businesses	Featured pin, popup CTA, category tag, directions and website link after location verification.
Sponsored Guide	From \$99	Contextual promotion	Clearly disclosed placement inside a relevant visitor guide.

Placement Options

Featured Business Listings

A visitor-friendly page with services, phone, website, directions, hours, photos, seasonal notes and clear CTAs.

Featured Map Pins

Useful visibility where location matters. Exact business coordinates must be verified before a paid pin goes live.

Sponsored Guide Placements

Contextual placements inside relevant guides such as no-car itineraries, rainy-day ideas, trail planning, food pages or transportation content.

AdSense Baseline Revenue

Clean display ad placements after content intros, mid-guide breaks and end-of-guide sections. Avoid safety warnings, map controls and business contact CTAs.

Advertiser Fit

Good-fit advertisers include taxis, transportation services, restaurants, cafes, hotels, tours, gear shops, local essentials, photographers, event services, attractions, activity providers and visitor-friendly retail.

Trust & Disclosure Rules

- Sponsored and affiliate placements must be clearly disclosed.
- Safety, trail conditions, closures, transit information and official-source guidance cannot be influenced by advertising.
- No fake reviews, unsupported claims, misleading scarcity or unverified business claims.
- Use only original Jasper Journeys images or business-approved images.
- Early launch pricing should be updated after analytics and traffic data are available.

Contact

Jasper Journeys - jasperjourneys.ca

For listings, sponsored placements or founding business packages, contact Graeme through the site contact page.