

**THE MOODY**

# Advertising with The Moody

Showcase your business to a growing, engaged local audience in the Tri-Cities and beyond.

THE MOODY

# About The Moody

The Moody is a local platform dedicated to highlighting small businesses, hidden gems, and events in and around the Tri-Cities. With an engaged local following and strong community ties, we help brands connect authentically with residents who love discovering what's happening nearby.

2,100+  
instagram followers

74.2%  
newsletter open rate

53.9%  
website engagement rate

824  
monthly website views

# Website Advertisiting

# Featured Event Listing

\$100

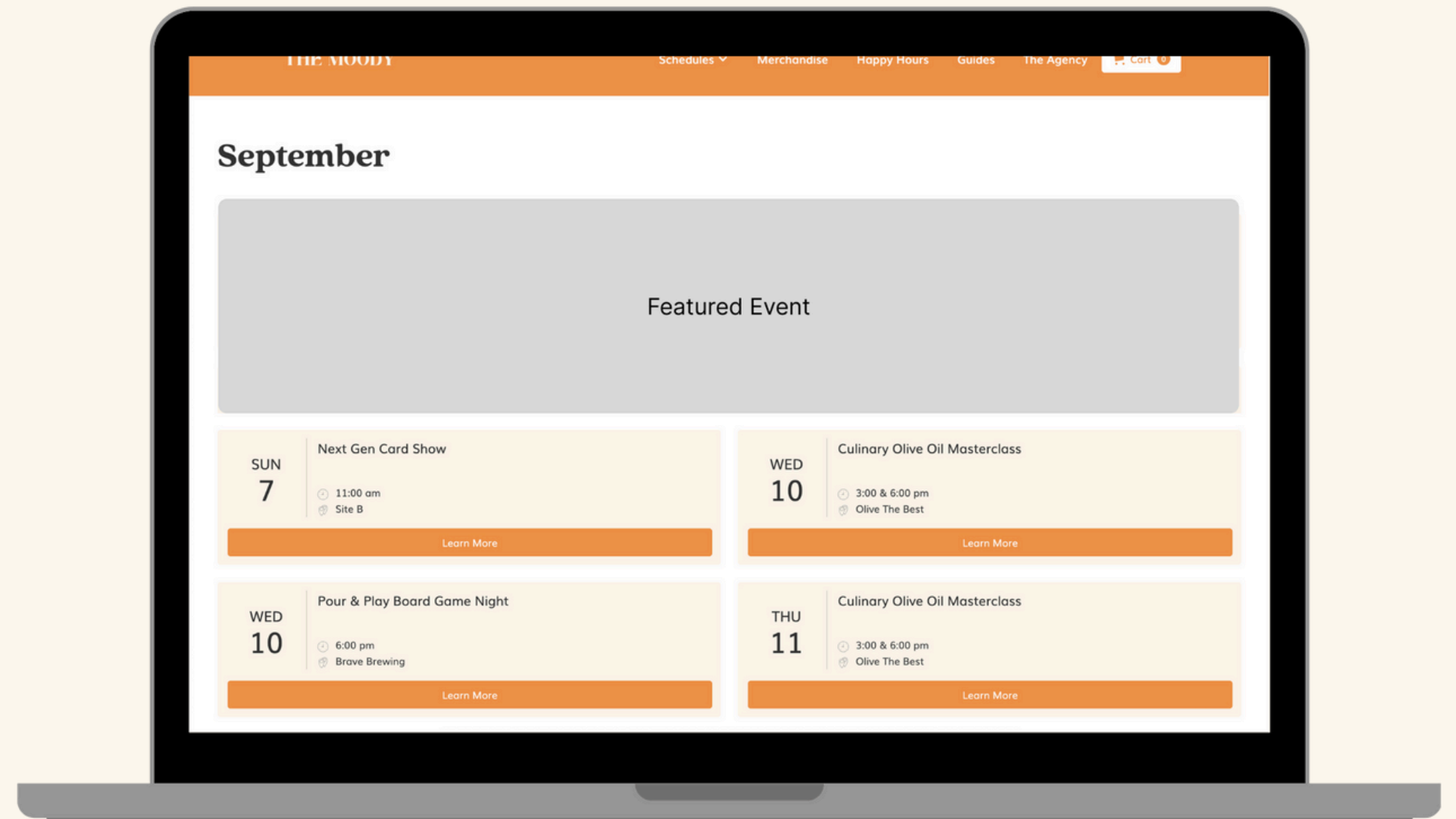
Feature your event at the top of the Events Schedule page, which receives over

## What you get

- Top placement on the Events page for 1 month
- Image, title, and link to your event page

## Data

- Over **800+ monthly** views on the website
- **75** monthly views on local events
- **90%** of website visitors are Canadian, with **over 20%** being from the Tri-Cities



# Featured Ad on the Food Truck Page

**\$100**

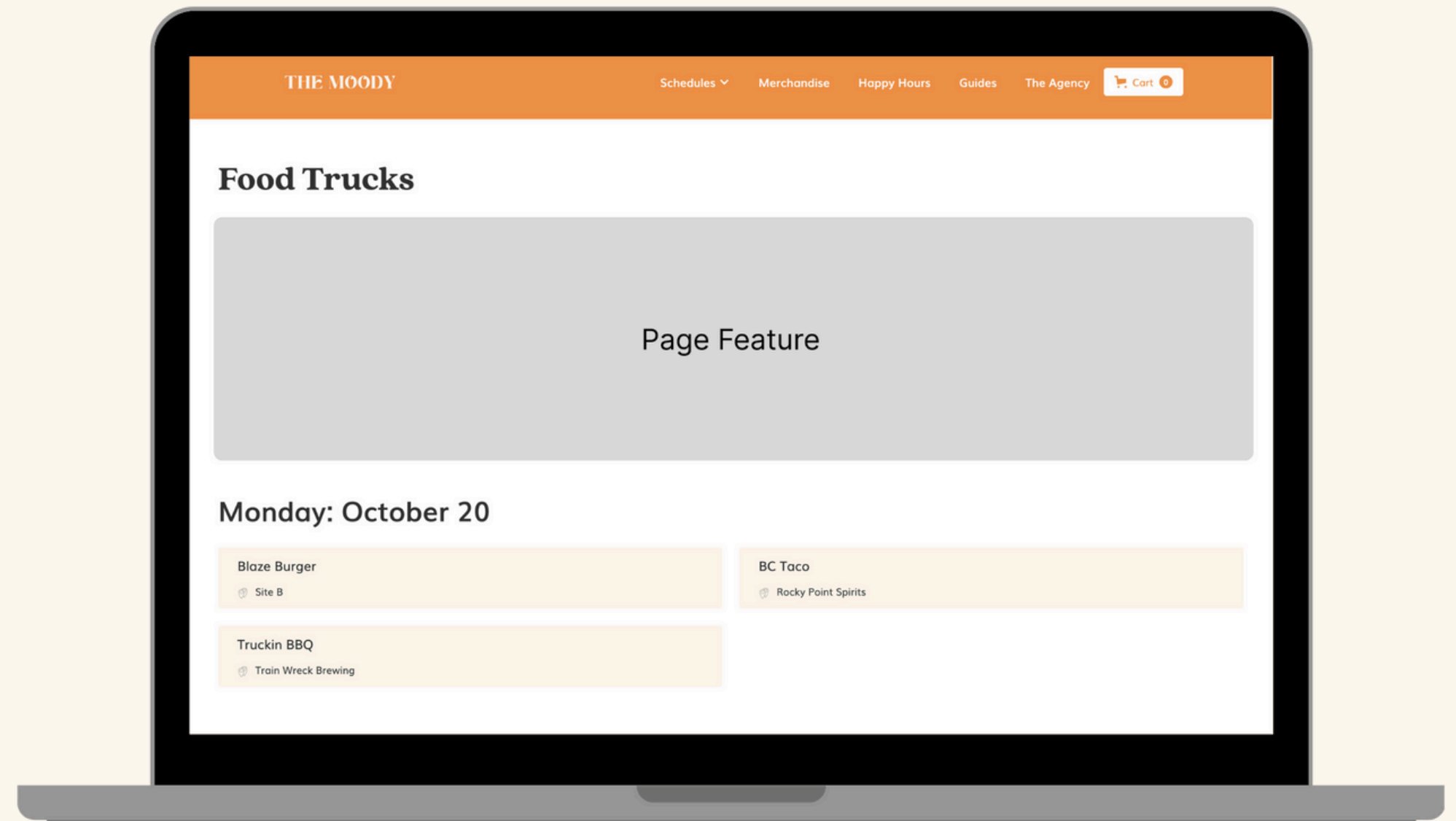
Reach thousands of locals exploring where to eat next! Our Food Truck page consistently receives the highest traffic across the site, making it the perfect place to spotlight your business or event.

## What you get

- Premium ad placement on the Food Truck page (sidebar or inline)
- 1-month duration
- Direct link to your website, booking, or menu page

## Data

- This page attracts **29.1%** of all monthly visitors
- **25%** of all site interactions happen here
- **20%** of website visitors are from the Tri-Cities



# Additional Website Opportunities

\$75

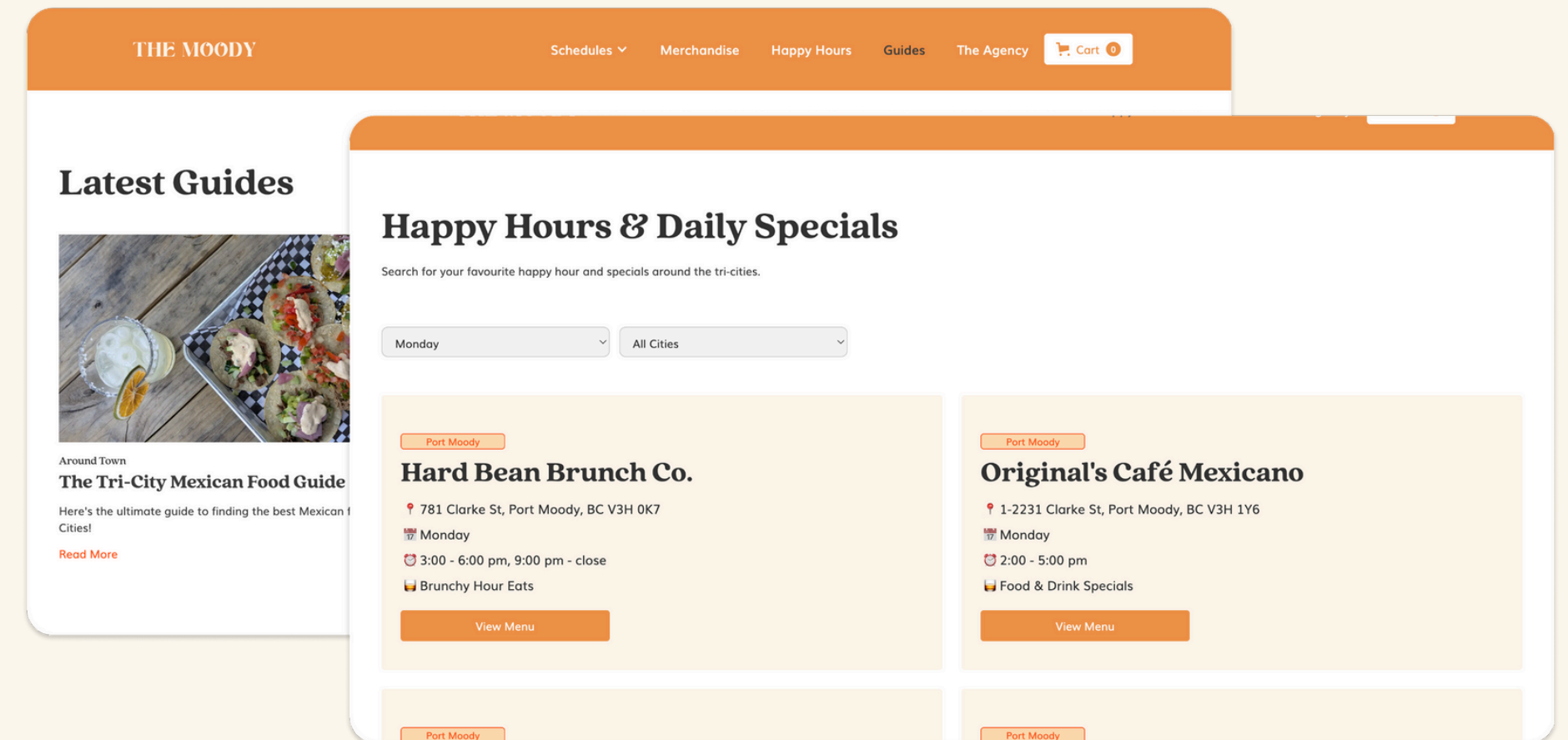
Expand your reach across high-traffic pages on The Moody Times, perfect for businesses looking for consistent, month-long visibility.

## Available pages:

- Home page - Prime visibility, seen by every visitor
- Happy Hour page - Popular with locals looking for where to go next
- Guides page - Greate for lifestyle, retail and experience-base businesses

## Data

- Happy Hour page attracts **22.32%** of active users
- **14.92%** of monthly views visit the homepage



# Additional Advertisiting

# Newsletter Adveritising

\$50

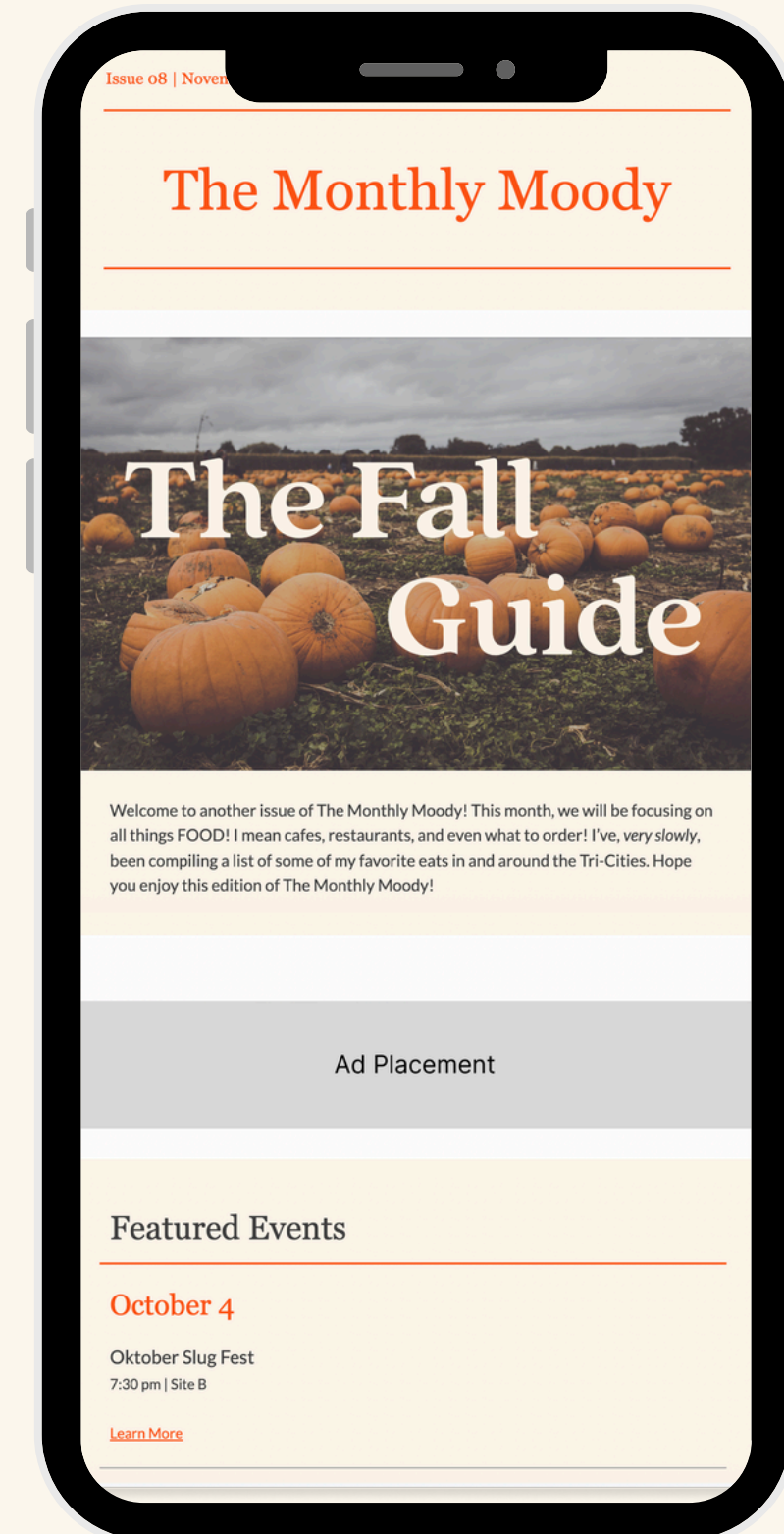
Feature your business, promotion, or event in The Moody Times monthly newsletter, sent to subscribers during the first week of every month.

## What you get

- 1 ad placement (image or banner with link)
- Optional short paragraph or promo blurb
- Direct link to your website or booking page

## Data

- **92** monthly subscribers
- An **83% average monthly growth rate** since launch
- **73% open rate** with a **click-through rate of 11%**





# Website + Newsletter Package

\$125

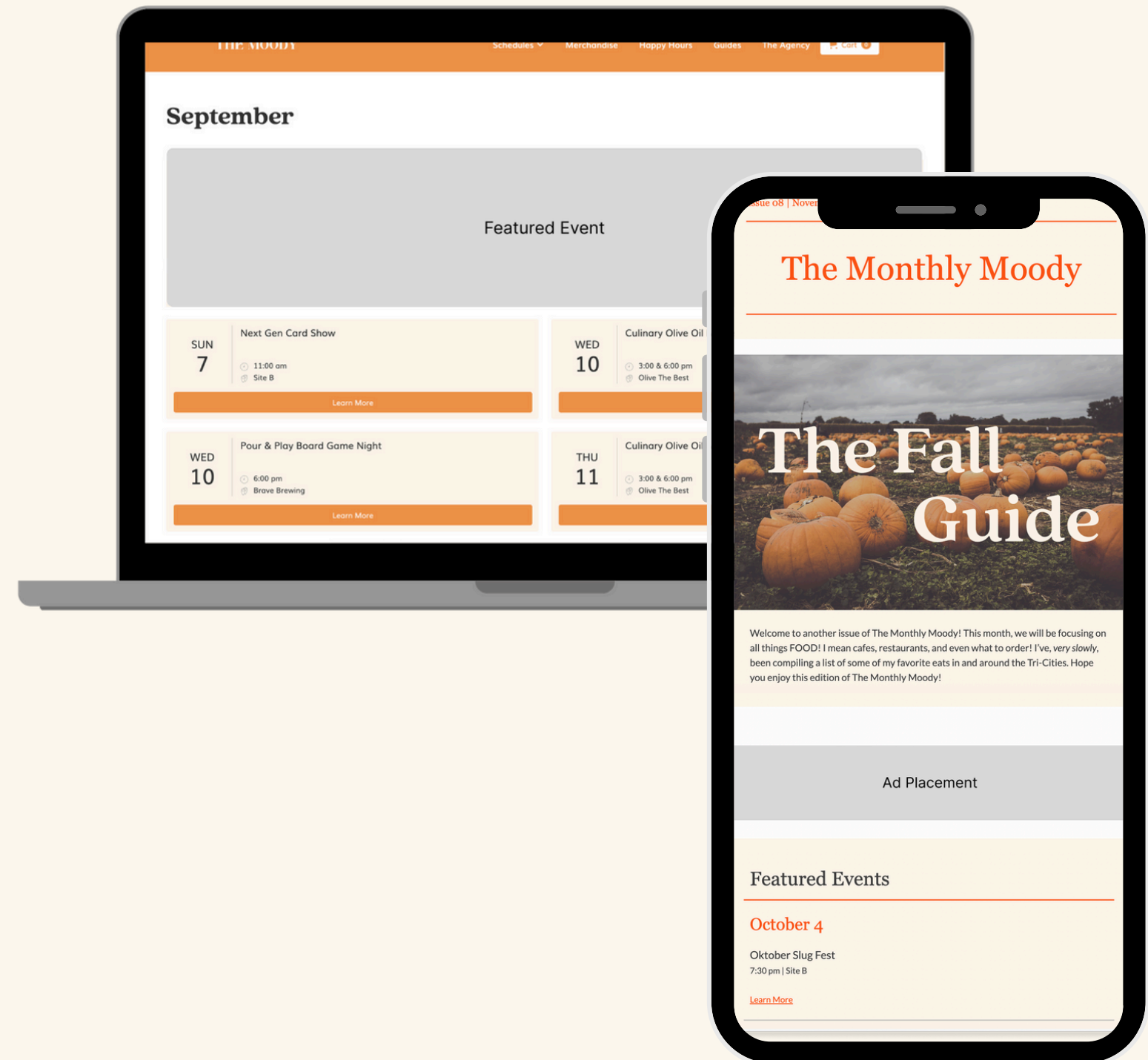
Maximize your reach with a dual promotion on both The Moody Times website and monthly newsletter. Ideal for events, seasonal promotions, and new launches.

## What you get

- 1 featured event or ad on the website
- 1 newsletter ad in the monthly issue
- Cross-promotion between both platforms for cohesive visibility

## Why it works

- Increased exposure across multiple touchpoints
- Consistent visibility throughout the month
- Perfect for time-sensitive campaigns (e.g. events, product launches)



# Social Media Adveritising

\$130

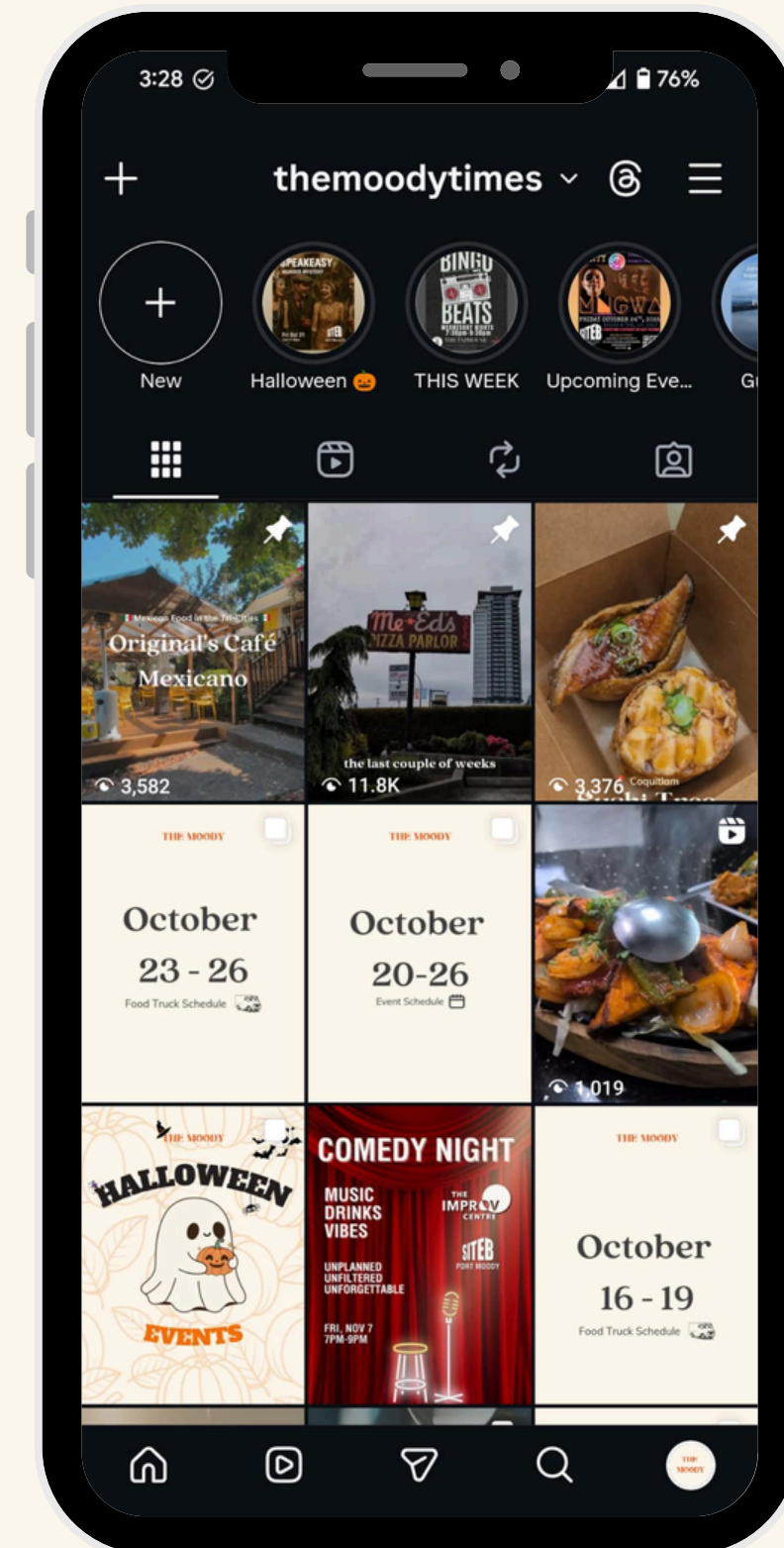
Get your business or event featured in a custom short-form video posted across The Moody Times Instagram and TikTok platforms. Perfect for visual storytelling and boosting brand awareness.

## What you get

- 1 professionally edited reel (15–30 seconds)
- Shared across Instagram and TikTok
- Includes on-screen text, captions, and tags

## Data


- **2,163** Instagram followers
- **69.3% of followers** are located in the Tri-Cities area
- **36%** Engagement rate
- **2,800 average views** per post



**THE MOODY**

# Partner With The Moody

Thanks for considering The Moody Times for your next feature or ad campaign.  
We love helping local brands and events connect with our growing community.

 [them Moody24@gmail.com](mailto:them Moody24@gmail.com)

 [them Moody.ca](http://them Moody.ca)

 [@them Moodytimes](https://www.instagram.com/them Moodytimes)