

2010

MEDIA GUIDE

51,500 unique visitors

566,000 page views

** per month, January 2010*

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Why Fort McMurray Online?

Fort McMurray, Alberta today is best known for its association with the oil sands industry. It is the top employer in the region with many available jobs in oil sands and supporting industries. Although not officially a city, "Fort Mac" is considered to be the heart of Canada's major oil production hub. With a diverse and multicultural community, Fort McMurray attracts people from all corners of Canada and the world.



Fort McMurray Online (FMO) was started in February 2007 out of a necessity to service the community of Fort McMurray, those travelling to and from Fort McMurray on business and leisure, and those interested in relocating to Fort McMurray. Starting off with just over 3,000 visitors in its first month, FMO has grown to service over 40,000 unique visitors per month for a total of over 400,000 page views per month.

FMO endeavors to be the leading “one stop shop” by covering everything from jobs to real estate. In fact, FMO comprises nearly 20 different sections ...

- Business Directory
- Jobs & Employment
- Entertainment & Arts
- Community
- Health & Safety
- Housing & Real Estate
- Resources
- Services
- Tourism & Travel
- Classifieds
- Education
- Government
- Hotels & Accommodation
- Industry
- Oil Sands
- Science & Technology
- Transportation

Our most popular offerings include ...

Jobs & Employment

The #1 daily job board for all community and service related jobs in Fort McMurray with over 20 jobs posted per day. Single postings can receive well over 1,000 views by job seekers. FMO is still ranked #1 for Fort McMurray jobs on Google and brings in thousands of job seekers per month. We also partner with Oil Sands InfoMine – www.oilsands.infomine.com – which covers jobs in the oil sands themselves.

Business Directory

With nearly 1,500 business directory listings and over 25,000 views per month, the FMO Business Directory is becoming well known and provides local business with excellent exposure to those both in and travelling to Fort McMurray. Popular categories receive thousands of views per month and the most popular companies can receive close to a thousand views per month. Such exposure and interest can easily turn into thousands of dollars of business revenue.

continued ...

Classifieds

Increasing in popularity with our viewers after its recent launch, the Classifieds section follows the straight forward model of classified ads posted free of charge by our viewers and advertisers. The Classifieds section covers everything you would expect – from Autos to Pets – and receives thousands of views per month.

Statistics

Since February 2007, FMO has serviced over 600,000 unique visitors both in Fort McMurray, around Fort McMurray and those wanting to travel to or relocate in Fort McMurray.

FMO now services over 40,000 unique visitors per month, resulting in 66,000 visits per month and generating over 400,000 page views. Viewers spend an average of 4 minutes on the site and look at an average of 6 pages per visit.

Our Visitors

By Country



91%	Canada
5%	USA
1%	UK

By City



26%	Ft McMurray
14%	Edmonton
8%	Calgary
3%	St. John's
3%	Vancouver
2%	Halifax
2%	Toronto
2%	Kelowna

Visitor Type

56%	new visitors
44 %	return visitors



Section Interest

314,000	Jobs
27,000	Business Directory
25,000	Home Page
22,000	Classifieds
2,500	Oil Sands
2,200	Housing
950	Services
770	Community
700	Health and Safety
700	Entertainment

* expressed as page views per month

Search Engine Referrals

85%	Google
7%	Yahoo
6%	Bing



Products

We offer you the advertising products you need to give your business and job postings the best exposure. We can work with you to develop an effective online marketing message that fully achieves your marketing goals, including standing out from your competition, driving traffic to your web site and bringing consumers through your door to put revenue in your register.

Banner Advertising

Banners are created by us with your input to get your message across.

Community page banner (Housing, Services, Tourism, etc.)

Size: 468 x 60



Rate ...

\$700.00 per year

Home page banner

Size 468 x 60



Rate ...

\$2,500.00 per year



Job section home page banner

Size: 468 x 60



Rate ...

\$2,500.00 per year

Job Advertising

Featured Job Postings Hot!

Stand out from the other job postings and ensure you find the best employee by posting one or all of your jobs on Fort McMurray's #1 job board. Job postings can receive over 2,000 views.

You will receive ...

- a featured job posting that will appear at the top of Fort McMurray's #1 job board on the day it is posted
- an associated HOT sticker to make your job posting stand out to job seekers amongst other jobs
- a 60 day posting period with the opportunity to refresh your posting to the top of the job board after 30 days if you still have not filled the job position

Rates ...

\$49.00 (1 job posting for sixty days)

\$200.00 (5 job postings over the course of 12 months)

Employer of Choice

*Job posting exposure for a full year to keep up with your recruiting demands and showcase your business to entice the best staff. Your business may be seen up to 4 million times per year. **

You will receive ...

- unlimited job postings
- a customized branded business listing created by us with your input to best showcase your business along with all its job postings to job seekers
- a link and contact information on your business listing to allow job seekers to learn more about your business and its opportunities
- an associated HOT sticker to ensure your postings stand out from all other postings
- placement of your business logo on the job board home page, the search pages and on each of the job posting pages
- search engine indexing of your business listing in Google and other search engines

The Regional Municipality of Wood Buffalo is committed to being an employer of choice by valuing:

- Training and development of our people's skills and careers
- Safety and wellness
- Our people
- Excellence in rewards, compensation and recognition

We will be happy to address any general employment questions or comments you may have.

Office hours:
Monday - Friday, 8:30 a.m. to 4:30 p.m. Closed on statutory holidays.

Phone: (780) 799-8833 or (780) 799-3833
Fax: (780) 743-5401
Email: humanresources@woodbuffalo.ca

Location:
Suite 223, 8216 Hardin Street
Fort McMurray, Alberta

Mail and courier address:
Regional Municipality of Wood Buffalo
Human Resources Department
9929 Franklin Avenue
Fort McMurray, AB T9H 2G4

Regional Municipality of Wood Buffalo Postings:

- Administrative Assistant - September 26, 2009
- Client Support, Part Time - September 26, 2009
- Inspector - September 26, 2009
- Manager, Implementation Branch - September 26, 2009
- Police Clerk - September 28, 2009

Rates ...

\$2,500 per year

* a combination of your logo, your customized business listing, and your individual jobs (assumes 20 jobs)

Business Directory Listings

Featured Business Listing

*Prioritised business exposure in one of Fort McMurray's fastest growing business directories.
Your business may be seen up to 40,000 times per year. **

You will receive ...

- a featured business listing towards the top of one category in our directory and linking through to single page listing with the same
- your business logo featured prominently with your listing
- a business description included with your listing to allow directory viewers the opportunity of learning more about your products and services
- an attached Google map allowing viewers to find the location of your business quickly
- search engine indexing of your business listing in Google and other search engines

Rates ...

\$500.00 per year



The screenshot shows a business listing for ATCO Structures Inc. The listing includes the following information:

- Address:** PO Box 5357, Fort McMurray
- Phone:** 780-714-6773
- Fax:** 780-714-6728
- Contact:** Brad Bernsford - Branch Manager
- E-mail:** brad.bernsford@atcostructures.com
- Website:** www.atcostructures.com

The listing also features a "Description" section and a "Map & Directions" link. The ATCO Structures logo is prominently displayed on the right side of the listing.

* a combination of your business listing page and your prioritized listing in one category

Premium Business Listing

Get even more prioritized business exposure with a customized and branded full page directory listing on FMO. Your business may be seen up to 65,000 times per year. *

You will receive ...

- all the benefits of a Featured Business Listing, listed above all other listings with a link through to a customized full-page business listing created by us with your input to best showcase your business along with all its products and services
- a link and contact information on your business listing allowing viewers the opportunity to learn more about your business and its offerings
- your business logo placed prominently on the right hand side of the category of your selection and all individual listings in the same category *



Commercial and Industrial Lots Are Now Available

- On Hwy 63
- 7 min north of downtown Fort McMurray
- 27 fully-serviced lots
- Parks & trails

Build Where Industry Thrives

This is your opportunity to buy land in a place that adds value to your business.

TaigaNova Eco-Industrial Park is a showcase industrial development located in a prime location directly on Hwy 63. To find out more about locating in TaigaNova, contact us today.



Contact:
TaigaNova Eco-Industrial Park
780 759-4074
www.taiganova.com
estm@taiganova.com



* excludes other Premium Business Listings

Rates ...

\$1,800 per year.

* a combination of your logo, your customized business listing and your listing at the top of one category

Contact Information

Contact us today to find out more about our product offerings and how they can take your business to the next level.

Contact: Randy George
Email: rgeorge@fortmcmurrayonline.com
Tel: +1 780 747 2067
Toll Free: +1 866 247 0353

Fort McMurray Online is wholly owned and operated by InfoMine Inc.

InfoMine Inc.
Suite 640 – 580 Hornby Street
Vancouver, BC
V6C 3B6

Tel: +1 604 683 2037
Fax: +1 604 681 4166

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