

**THE LOCALS BOARD.COM**

PUT YOUR \$ WHERE YOUR ❤️ IS. SHOP LOCAL. SQUAMISH, BC

A BUSINESS OWNER'S

# Guide To The Locals' Board

# Why (local) marketing matters

Gaining traction in a local community, especially a fast-growing one like Squamish, can be challenging. Making a business stand out from others and appeal to the locals is where the magic happens.

Knowing how to get their attention, as more and more businesses pop up to serve that growing population? That can be a real challenge.

We are using repetition in advertising as a means to keep your brand or product in the forefront of consumer's minds. We offer reliable, effective, and affordable advertising connecting you with local customers, highlighting the importance of investing in our local community.

THE LOCALS BOARD IS DESIGNED TO:

Drive you more business and awareness – specifically local clientele.

Promote local living and the importance of investing in the community.

Which is exactly why  
the Local's Board was created

To make marketing  
manageable for businesses  
interested in getting more  
visibility.



# The Board

The Local's Board offers an affordable, accessible, and easy-to-implement marketing solution for businesses local to the Squamish community interested in connecting with locals and getting eyes on their business beyond their business card.

Repetition is used in advertising as a way to keep a brand or product in the forefront of consumer's minds. Even if you aren't fully absorbing what you are seeing, it takes 250 milliseconds for the brain to absorb visual cues, and only 13 milliseconds for images to elicit emotion. The idea behind repetition is when the consumer goes to buy a particular product, the name of your brand is the first one that comes to mind.

Positioned in 50+ high traffic locations in and around Squamish, The Local's Board is a highly visible way to get your business in front of 4000+ people, daily.

Highlighting local events, and complemented by small advertisements for local businesses, entrepreneurs and service providers, the board is an easy way to get in front of a captive, community-minded audience keen to invest in great local businesses. And, with an online component that shares your events and business through The Local's Board website, potential customers and clients have an accessible-from-anywhere way to learn more about you and what you do.

A FEW OF OUR LOCATIONS INCLUDE:

**Cloudburst Café**

**Valhalla Pure Outfitters**

**Green Olive Market & Cafe**

**Bus Shelters**

**Squamish Savings**

**Corsa Cycles**

**Pepe & Gringo's**

**Kaos Kids**



MEET YOUR OWNERS:

## Shannon + Jason Lorenz

Squamish locals since 2004 + 1997 (respectively).

Operators of The Local's Board since 2020.

Two small business owners with a passion for bringing big ideas to life, Shannon and Jason Lorenz have lived in the Sea to Sky corridor for over 15 years, running businesses that support the community for over a decade.

Coupling their connection to Squamish with their seasoned experience in owning, operating, and marketing their general contracting, business consulting and event management companies, they offer The Local's Board advertisers—and the Squamish community as a whole—an understanding of what makes the town great, and how businesses can contribute to the community's growth...one image, one graphic, and one ad at a time.



# How it Works

A simple process to help you market your business – no matter your experience.

## THE PROCESS

01

You book your ad online! Based on your experience with marketing (*None necessary! Some, a perk!*), we can support you with designing your ad, or you submit your already-created one

02

Your ad runs on The Local's Board and is highlighted in The Local's Board social media for as long as you reserve your spot.

Looking for something custom? We've got you – and are happy to work with you to find a fit with what you're looking for and The Local's Board.

## THE TIMELINES

Advertising spaces can be booked for **6 or 12 months**

The boards are updated every two months with fresh images, graphics and ads to **keep locals curious and engaged**

Plus, regular changes to your ads helps you share time-sensitive or seasonally-relevant updates

Ad and event submission are due by the 15th of every month

**A tip: Have an event in August? Submit it before July 15**



# Advertising Packages

More affordable than newspaper advertising, and more visibility. Choose the package that serves your marketing plans the best.

## WHAT'S INCLUDED

Advertising space (choose 1 of 4 sizes) on The Local's Board  
 1 post on The Local's Board Instagram account  
 Highlights in The Local's Board Instagram stories

SPACE	6 MONTHS (TOTAL)	6 MONTHS (MONTHLY)	12 MONTHS (TOTAL)	12 MONTHS (MONTHLY)
Small 3.28" X 2"	\$690	\$149	\$1,188	\$129
Medium: 3.28" x 4.3" or 6.75" x 2"	\$1,380	\$278	\$2,376	\$258
Large: 3.28" x 6.6"	\$2,070	\$407	\$3,564	\$387
Extra Large: 6.75" x 4.3"	\$2,760	\$536	\$4,752	\$516
Launch Package	2-4 months for business launches & events - inquire for custom pricing			

## LOOKING FOR A LITTLE EXTRA HELP?

Not sure what to write? Need some help making your graphics look great?

For a small design fee, The Local's Board team can help you refine your ad to be as high impact as possible.

Simply mention the need for some help making your images during your consultation call - and we'll take it from there.



# Get seen, on the local scene.

Put your business front and center  
in the Squamish community.

Interested in learning more, asking a  
question, or getting your advertising started  
ASAP?

Reach out and connect.

[shannon@thelocalboard.com](mailto:shannon@thelocalboard.com)

604-815-7688

