

Advertising

TAPROOT
EDMONTON

Effective: **August 2026**

Contact: hello@taprootpublishing.ca

Taproot Edmonton delivers reliable intelligence about the Edmonton region. We help advertisers that want to reach an engaged local audience in a trusted, signal-first environment with messaging that is relevant and respectful.

For more information about Taproot's advertising and sponsorship opportunities, including details about our audience and approach, please see [our full media kit](#).

Advertising rates

Rates are in Canadian dollars. GST not included. Placements are subject to availability and approval.

Product	Best for	Rate
Roundup ad	Reaching a topic-specific audience	\$175
Pulse ad	Broad awareness, announcements, event promotion, signups, ticket sales, etc.	\$250
Podcast ad (A) (host-read)	Reaching civically engaged listeners through trusted hosts	\$250
Podcast ad (B) (audio/visual)	Reaching engaged listeners with your voice, either pre-recorded or in a short interview	\$350
Sponsored content (A) (supplied)	Sharing messaging you already have, with light editing by Taproot	\$350
Sponsored content (B) (standard)	Taproot will craft a short article with your input to tell your story	\$500+
Sponsored content (C) (premium)	Taproot will craft a full article based on interview(s) with key stakeholders to tell your story	\$1,000+

Suggested packages

Packages typically include a small discount over the standard rate. We can craft a custom package based on your campaign goals and budget.

Package	Includes	Starting at
Event promotion Get people to register for your upcoming event	• 1 Pulse ad • 2 Roundup ads	\$550
Civic engagement Reach civically minded people with your message	• 1 Podcast ad (A) • 1 Pulse ad • 1 Regional Roundup ad	\$650
Local impact Tell people about the impact you have	• 1 Sponsored content (B) • 2 Pulse ads	\$950
Multimodal story Share your story with listeners, viewers, and readers	• 1 Podcast ad (B) • 1 Sponsored content (B) • 1 Pulse ad	\$1,050
Lead generation Acquire new people for your initiative	• 2 Pulse ads • 5 Roundup ads	\$1,350
Product launch Spread the word about your new product or service	• 1 Sponsored content (C) • 2 Pulse ads • 2 Roundup ads	\$1,750

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About our audience

Taproot reaches people who deliberately choose to stay informed about the Edmonton region. Over the past year, **525,000+** people have visited Taproot Edmonton and **88,000+** have visited our events calendar. Our newsletters reach **7,600+ subscribers**, with an average open rate of about **55%**.

According to our 2026 audience survey, **76%** of respondents are between the ages of 35 and 74, **73%** have an undergraduate degree or higher, **80%** own their home, **73%** have lived in the Edmonton region for more than 20 years, and **29%** report annual income of \$150,000 or more.

<https://edmonton.taproot.news/>

Product notes

The Pulse

Our flagship weekday newsletter. Ads include an image, headline, short copy, and call to action link. Advertiser logo included at the top of the edition. Each edition contains one ad.

Roundups

We publish roundups on seven topics throughout the week: Food, Tech, Health, Region, Arts, Events, and Business. Ads include an image, headline, short copy, and call to action link. Each edition contains up to two ads.

Podcasts

We publish two podcasts, Speaking Municipally and Let's Find out. Host-read ads are generally under 1 minute long, audio/visual ads are kept to under 4 minutes. Each episode contains up to two ads.

Sponsored Content

Sponsored content articles are published on our website and are delivered in one edition of The Pulse. Standard articles are generally under 500 words, premium articles with one or more interviews may be up to about 850 words.

Specifications

Images should be in JPG or PNG, at least 600 pixels wide (1200x628 preferred). For logos, we support both light and dark versions. Materials must be delivered at least 48 hours prior to publication of your first ad.

For the most up-to-date specifications, please [visit our website](#).

Conditions

Taproot may edit advertising copy for clarity, length, grammar, and style. Taproot reserves the right to decline ads that are not a fit for our audience, standards, or brand.

Reporting

Campaign reporting may include available metrics such as publication date, sends, opens, clicks, podcast downloads, and more.

Get started

Contact Mack Male at mack@taprootpublishing.ca or 780-619-3864 for availability and to discuss your needs. Or schedule a call: <https://calendly.com/mastermaq>