

# Estimated Reach

## OWNED - SOCIAL

Total Impressions: 1.7 million

### Facebook

- Followers: 1,065
- Reach\*: +1.04 million



### • Twitter

- Followers: 2,319
- Reach: 737,000



### • Instagram

- Followers: 1,244
- Reach: 48,000

## ADVERTISING

Total Impressions: 9.2 million

### • Radio

- Reach: 4,845,200

### • TV

- Reach: 939,500

### • Elevator Network

- Reach: 1,598,570

### • Restaurant/Bar/Campuses

- Reach: 1,725,000

## IN VENUE

Total Individuals: 84,300

### • Calgary Flames

- Home Opener Oct 6
- Reach: 19,000

### • Landmark Cinemas

- 2 locations - Oct 6-9
- Reach: 41,000

### • Rec Arenas

- 29 Arenas x 3 weeks
- Reach: 13,800

### • Olympic Oval

- 4 videos x 3 weeks
- Reach: 10,500

## OWNED-WEBSITE

Total Unique Visitors: 51,000

(20,000 Visits Weekly)

## BROADCAST

Calgary Flames Broadcast  
October 11  
Reach: 105,000