



**THE CANADIAN HIGHWAYS NETWORK -  
A SAFE & RELIABLE ONLINE  
NETWORK FOR DRIVER UPDATES**

**ALONG WITH**



**BLUE RAVEN DESIGN  
& THE AROUND TOWN PAPER ONLINE  
INVITE YOU TO**

- **JOIN OUR DRIVER UPDATE GROUPS**
- **EXPLORE NEW AD OPPORTUNITIES**



## THE CANADIAN HIGHWAYS NETWORK

# Our Story

The Canadian Highways Network began in 2010 when Manitoba mom Shawn Cote could find no reliable resources for highway driving conditions in her province. She was tired of being fearful of heading out in uncertain conditions and worrying about family when she traveled.

She researched available resources and discovered that a network of actual drivers updating each other in a moderated, safe space was necessary - so she established one.

She decided that if she was going to develop this online space, that it would have to be free of drama, spam, viral links and the usual internet trolls so many groups struggle with.

Shawn started an online group for HIGHWAY #6 in Manitoba first. Soon, an all MANITOBA HIGHWAYS group was added. These safe spaces became popular fast and soon long haul truckers and other travellers requested groups for other provinces.

Drivers request information about the highways they will travel or offer info on their route. Real people helping real people. The highway info you need, 24-7-365 days a year. Our terrific moderators are on site to help where needed.

## HOW DO THE HIGHWAY UPDATE GROUPS WORK?

- a set of online Facebook groups designed to connect a network of drivers who travel the same highways in all of the provinces in Canada.
- safe, monitored spaces (groups) where drivers update on conditions traveled, weather reports, wildlife alerts and other issues.
- drivers ask questions about a route they will be using.
- administrators and moderators are present in each group to ensure information flows and to uphold the group rules.

For example, no police check stop locations, driver side or accident photos are permitted. The groups do not allow rudeness or bullying. Members appreciate the information only, no junk policy.

We also communicate via email and Messenger with group members and visitors should they have issues or require support.

**DRIVERS JOIN OUR HIGHWAY GROUPS FREE**  
[www.canadianhighwaysnetwork.ca](http://www.canadianhighwaysnetwork.ca)

'A million thanks - I'm not sure what I would do without this group.  
I drive 4X a week from Ontario to Winnipeg and check it daily.  
~ Carla B, Manitoba & Ontario groups

# HOW FAR DO WE REACH VIA SOCIAL MEDIA?



## THE CANADIAN HIGHWAYS NETWORK

### CANADIAN HIGHWAYS NETWORK

**18K WEBSITE VISITORS/MONTH**

**42K FACEBOOK FOLLOWERS**

*-post reach up to 7 million/month*

**5K+ EMAIL SUBSCRIBERS**

The Manitoba update groups;

**40K MANITOBA HIGHWAY MEMBERS**

**15K HWY 6 IN MANITOBA MEMBERS**

We also have a growing presence on

**INSTAGRAM, TWITTER & YOUTUBE**

**TOTAL BASE REACH: 120K**



### THE AROUND TOWN PAPER ONLINE

**46K WEBSITE VISITORS/MONTH**

**22K FACEBOOK VISITORS/MONTH**

**8K+ EMAIL SUBSCRIBERS**

**3K WEB ARCHIVE VISITS/MONTH**

Our Buy & Sell groups;

**5K ARBORG & AREA BUY SELL**

**6K DAUPHIN & AREA BUY SELL**

**4K ASHERN & AREA BUY SELL**

**2K WOODLANDS & AREA BUY SELL**

**TOTAL BASE REACH: 96K**



Our membership and visitor numbers grow daily. We are a no spam, no drama environment and our groups provide fast, accurate updates in Manitoba.

## WHERE HAVE WE BEEN FEATURED?

**CBC RADIO ONE  
CBC NEWS WINNIPEG  
QX104FM RADIO  
KICKFM RADIO  
CTV NEWS  
GLOBAL NEWS**

**THE AROUND TOWN PAPER  
INTERLAKE SPECTATOR  
THE EXPRESS NEWS  
MMF - VISION QUEST  
MB DISASTER MANAGEMENT  
MAMEC CONFERENCE**



**2018 MANITOBA DISASTER MANAGEMENT CONFERENCE - VOLUNTEER OF THE YEAR**



**2018 AWARD FOR EXCELLENCE FOR COMMUNITY EXCELLENCE IN DISASTER MANAGEMENT**

**ON BEHALF OF THE PARLIAMENT OF CANADA AND THE CONSTITUENTS OF SELKIRK-INTERLAKE EASTMAN, JAMES BEZAN.**

Links to visit us:

**FACEBOOK  
WEBSITE**

**EMAIL**

[www.facebook.com/canadianhighwaysnetwork](http://www.facebook.com/canadianhighwaysnetwork)

[www.canadianhighwaysnetwork.ca](http://www.canadianhighwaysnetwork.ca)

[canadianhighwaysnetwork@gmail.com](mailto:canadianhighwaysnetwork@gmail.com)



'Very accurate road and weather conditions. Thanks for getting these groups up and running!'

~ Rick C., Manitoba



# WHERE THE UPDATE GROUPS HAVE HELPED

## March, 2016 - Collision (Manitoba Highways group)

The admins were contacted on Easter Monday to relay information to group members quickly about a closure and detour. Sadly, a fatality had occurred on the highway along with numerous others injured and the STARS helicopter was needed to get people to hospital.

Admins immediately alerted thousands of drivers to the closure and followed up later when it reopened.

## May, 2018 - Camper, Ashern, Mulvihill Fires (Manitoba)

Highway #6 in Manitoba - posted closures and updates.

Provided online emergency updates for residents of the area and for those who live farther away but had relatives in the affected areas.

Highways closed in various stretches and alerts were needed more often to remind drivers of the dangers of crossing barriers.

## October, 2019 - Snowstorm/Power Outage

Manitoba Highways and Highway #6 in Manitoba groups all maintained updates, emergency posts and member support (via email & message) to those who needed it.

There were 27,000+ posts requesting and sharing information during this month.

## March, 2020 - Covid-19 Pandemic - Global shut down

We continued to monitor update groups and be supportive. In spite of everything going on, The Canadian Highways Network website and main page continued content creation to inform and entertain. Moderators also made themselves available to those with questions about provincial information regarding Covid-19 alerts.

## November, 2021 - British Columbia mud slides.

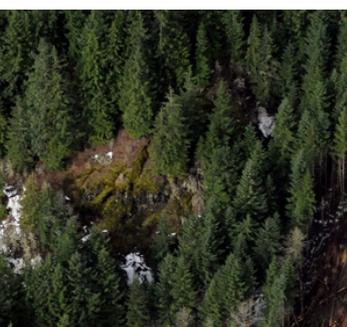
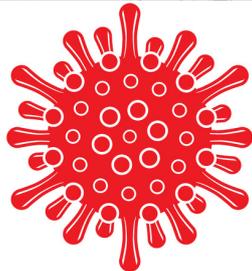
British Columbia experienced two mudslides, trapping travelers. Our B.C group provided updates and information, 24/7 to ensure it reached as many people as possible. Moderators sourced information and answered questions regarding resources (like emergency community shelters) and provided support. Highway updates, evacuations and closures were announced as they happened.

## December, 2021 - Northern MB Highway #6 collision.

A fatal collision was reported in our group on December 9th, 2021. A highway closure resulted and updates and re-route reminders were posted throughout the duration of the incident. The victim of this incident was a member of our update group. The MB provincial government website did not report this collision or highway closure at all. Our groups understand the critical need for information sharing in northern communities.

## Winter & Spring Flooding 2021 - 2022

Several major snowstorms happened through 2021 - 2022. The Perimeter Highway closed a record number of times and information needed to get to drivers quickly. Our members kept each other up to date on closures, travel alerts and admins & moderators supported those who reached out with questions and highway issues. Our groups reported highway shutdowns 24/7 as well as spring flooding reports and closures.





# BLUE RAVEN DESIGN & THE AROUND TOWN PAPER ONLINE

Advertising, Graphic Design & Marketing by Blue Raven Design



## EXPERIENCE

- Graphic Design
- Advertising
- Community Support
- Social Media Manager
- Social Media Planning
- Content Creation
- Network Building
- Community Engagement
- Project Management
- Website Design
- Search Engine Optimization
- Mobile Optimization
- E-commerce

Links to visit us:

## WEBSITE

[www.blueravendesign.ca](http://www.blueravendesign.ca)

## FACEBOOK

[@thearoundtownonline](https://www.facebook.com/thearoundtownonline)

## EMAIL

[thearoundtown2020@gmail.com](mailto:thearoundtown2020@gmail.com)

## OUR STORY

Started in 1989, The Around Town Paper is a family owned business and has a strong community history with 35 years of printed editions in Manitoba.

Blue Raven Design purchased the business in 2015, serving the surrounding community and continuing the mailing of printed papers to 4000+ homes in 10+ communities in the province. We also established an online presence.

On March 26, 2020 COVID-19 forced the business to restructure itself or close - now The Around Town Paper Online carries on the weekly editions, growing an online community for advertising to be featured.

This growing social media agency includes;  
Weekly Email Subscribers  
The Around Town website  
The Around Town Facebook page  
The Buy & Sell groups

We continue to host and grow membership in these spaces. Individuals and organizations are now printing the editions to share.

The Around Town Paper Online includes graphic design and set up of an ad if a client requires it - along with embedded clickable links to ad related social media platforms.

Each weekly edition is filled with jokes, games, recipes, seasonal accompaniments and articles of interest. We focus on positive and inspirational things.

Our advertisers now reach thousands of inbox subscribers, website and Facebook visitors as well as Buy Sell members.

Posts are public and can be shared across social media, extending ad reach even further.

# The Canadian Highways Network & Blue Raven Design



## Social Media Opportunities (per week)



- **LOGO/LINK** on website HOME PAGE  
*\*you provide graphics and links.*
- **EXCLUSIVE SHOUTOUT** with **LOGO/LINK** on our FACEBOOK PAGE
- placement in the MB HWY UPDATE group
- placement in the HWY 6 in MB UPDATE group
- **1 ADVERTISEMENT** (5.2"x4")
- placement in our PDF editions.
- editions to our email subscribers
- placement on our website
- placement on our Facebook page
- ad available in archived editions
- ad in our exclusive Buy Sell groups

PACKAGES INCLUDE ALL OF THE ABOVE OPTIONS

### 3 MONTHS

12 weeks

**\$5,000**

#### UPGRADE YOUR AROUND TOWN PAPER ONLINE AD:

Upgrade to a HALF PAGE AD (8" X 5") for 12 weeks - **ADD \$950**

Upgrade to a FULL PAGE AD (8" X 10") for 12 weeks - **ADD \$1665**

SELECT YOUR WEEKS - THEY DON'T HAVE TO RUN CONSECUTIVELY WITHIN THE YEAR

### 6 MONTHS

24 weeks

**\$10,000**

#### UPGRADE YOUR AROUND TOWN PAPER ONLINE AD:

Upgrade to a HALF PAGE AD (8" X 5") for 24 weeks - **ADD \$1800**

Upgrade to a FULL PAGE AD (8" X 10") for 24 weeks - **ADD \$3145**

SELECT YOUR WEEKS - THEY DO NOT HAVE TO RUN CONSECUTIVELY WITHIN THE YEAR

### 12 MONTHS

52 weeks

~~**\$20,000**~~

**\$15,000**

#### UPGRADE YOUR AROUND TOWN PAPER ONLINE AD:

Upgrade to a HALF PAGE AD (8" X 5") for 52 weeks - **ADD \$3435**

Upgrade to a FULL PAGE AD (8" X 10") for 52 weeks - **ADD \$5000**

Save an extra \$1000 on the FULL PAGE Ad 1 year upgrade!

**ADS RUN WEEKLY FOR 1 YEAR (52 weeks)**

## A LA CARTE MENU

- LOGO/LINK on THE CANADIAN HIGHWAYS NETWORK website - \$100/week
- 1 LOGO/LINK/SHOUT OUT on THE CANADIAN HIGHWAYS FACEBOOK page - \$250
- Donate a self-selected amount 'In Memory' of a loved one in support of our efforts.
- Donate a self-selected amount on behalf of a person or business in support of our efforts.
- **ADVERTISE WITH THE AROUND TOWN PAPER ONLINE ONLY**
  - 3 MONTHS = 10% off your chosen ad size
  - 6 MONTHS = 15% off your chosen ad size
  - 12 MONTHS = 25% off your chosen ad size

- CHOOSE AD SIZE & RUN LENGTH at [www.blueravendesign.ca/advertise](http://www.blueravendesign.ca/advertise)

## TO BOOK A PACKAGE OR A LA CARTE SELECTION(S)

Please contact Shawn Cote via email at [thearoundtown2020@gmail.com](mailto:thearoundtown2020@gmail.com) or at [canadianhighwaysnetwork@gmail.com](mailto:canadianhighwaysnetwork@gmail.com)