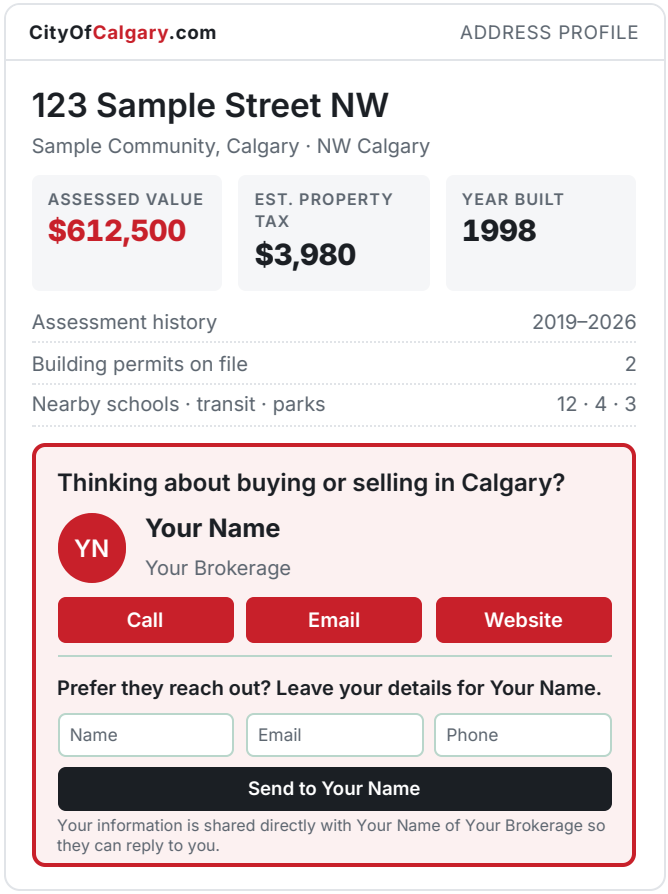
One spot. One agent.

CityOfCalgary.com is accepting applications for one exclusive real estate sponsor: the only agent or team on the pages where Calgarians look up a specific home or compare neighbourhoods. Once the spot is taken, it's taken.

Building Calgary's leading real estate team? We're also choosing one long-term partner for our upcoming network of Calgary community sites. See page 3.



Illustrative mockup with sample figures. The final design may differ.

WHERE YOUR NAME APPEARS

- Every address profile
- All 219 community profiles
- The neighbourhood comparison tool
- The address lookup page and the neighbourhoods page

> Look up any Calgary address, and your card is on the page.

493,231
Calgary addresses anyone can look up

219
community profiles

4
neighbourhoods compared side by side

A storefront on the street where buyers already shop

In real estate, a storefront where people come to shop is worth more than a sign on the road out of town. Advertising works the same way: what matters is what people are doing when they see your name.

A TRANSIT BENCH

Seen by people driving past on their way somewhere else, when riders aren't blocking it.

About $1,100 a month for one location*

A NEWS-SITE BANNER

Seen by people reading about something else.

Shown to whoever is on the page, thinking about a move or not.

YOUR CARD ON OUR PROFILES

Seen by someone looking up this exact home, or comparing neighbourhoods before a move.

Less than half the cost of one bench, on every profile in the city.

* Calgary street-furniture estimate from an advertising marketplace, November 2026, per location per month with a four-week minimum. Actual bench rates vary by location. CityOfCalgary.com is privately owned and operated by Digified Media. It is not affiliated with, endorsed by or connected to the City of Calgary.

People land on these pages on purpose

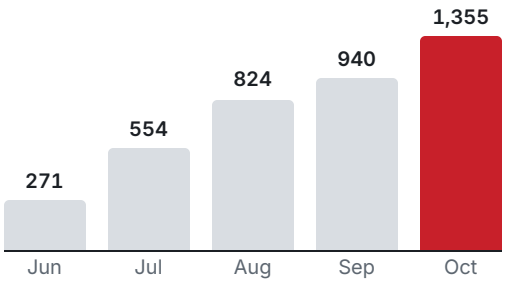
Three in four visits come from search engines and AI assistants. Someone typed an address or a neighbourhood and came looking for it.

2,463
views in October of the pages your card goes on: 1,355 on the profiles and comparison tool, 1,108 on the two lookup pages

2.4×
October's profile and comparison tool views compared with July's

41,030
times those pages appeared in Google search results, August 11 to November 9

Profile views by month



Address and community profiles, plus the comparison tool. June counts address profiles from June 17, when they launched.

What people searched for

TO REACH AN ADDRESS PROFILE

- #### Hillcrest Ave SW
- #### Nesbitt Rd NW, Calgary, AB
- what did this house last sell for
- how much is that property worth

TO REACH A COMMUNITY PROFILE

- hotchkiss calgary
- new homes in haskayne
- is bankview calgary safe
- is braeside a good place to live
- where is alpine park in calgary

Real Google searches that led to these pages, August 11 to November 9, 2026. House numbers removed.

Homeowners
checking what their home is worth. Tomorrow's sellers.

Buyers
researching a home before a showing.

Sellers
running the numbers before they list.

Movers
comparing neighbourhoods before they choose one.

Straight answers

"How is this different from a banner ad?"

We're not selling reach. If the most eyeballs per dollar is the goal, a banner ad on a magazine-style website may serve you better. We're selling the one spot in front of people *already researching a specific Calgary home or community.* And it's growing: up 2.4 times from July to October.

"Will this get me deals?"

We don't guarantee or forecast leads. What you get is your name on every profile, Call, Email and Website buttons that go straight to you, every inquiry the introduction form receives, and a monthly report so you can judge it on your own numbers.

"What if you pick a team partner?"

The sponsorship can end, but not before your minimum term is up, and only with 30 days' written notice. Building a team yourself? Apply for the partnership too. Sponsoring is how we start working together, and it fast-tracks our move to the Calgary community sites.

"Will it look like the City endorses me?"

No. Every page says CityOfCalgary.com is privately owned and not affiliated with the City of Calgary, and your card shows your brokerage's name. You and your broker approve the wording before it goes live.

Sources: Google Analytics, page views June 1 to October 31, 2026, with known bot traffic excluded; the lookup pages are cityofcalgary.com/address and /neighbourhoods. Google Search Console, August 11 to November 9, 2026; appearances count how often the pages were shown in search results, not visits. Address count from CityOfCalgary.com, November 11, 2026.

The terms

Available now, while we build the community sites. One sponsor at a time, no setup fee.

FOUNDING SPONSOR · FIRST TO SIGN

$350 / month for four months

Four-month minimum term, $1,400 in total: $150 a month off the standard rate. From month five, $500 a month.

STANDARD

$500 / month

Three-month minimum term, $1,500 in total. After that, month to month.

What's included

- Your card on every address profile, every community profile, the neighbourhood comparison tool, the address lookup page and the neighbourhoods page
- Your licensed name, your brokerage's name, and Call, Email and Website buttons that go straight to you
- The introduction form on those pages sends every inquiry directly to you
- The only real estate agent or team on those pages, with no rotation, for as long as you hold the spot
- No Google display ads on those pages while you're the sponsor
- A monthly report: views of your card, button clicks and form inquiries, by page type

FOR YOUR BROKER

- A flat monthly advertising fee. No per-lead, per-deal or referral payments.
- The card shows your licensed name and your brokerage's full name. You and your broker approve the wording before it goes live, and any later change.
- Visitors are told before they submit the form that their details go to you and your brokerage. We pass each inquiry to you and keep a copy of it under our privacy policy. We don't sell visitor details or share them with anyone else.
- We don't guarantee traffic, leads or sales.

Ending or changing it

- After your minimum term, either of us can end it, and we can change the fee, with 30 days' written notice
- If your card is down because of us, we credit the day

THE SPONSORSHIP · AVAILABLE NOW

Register your interest

For an agent or team who wants the spot now. One position, and the founding rate goes to the first to sign. Register, have an intro call, approve your card with your broker, and go live.

cityofcalgary.com/agent-sponsorship

Or email spencer@digifiedmedia.com

THE TEAM PARTNERSHIP · THE LONG GAME

Building Calgary's leading team?

We're choosing one ambitious team to be the exclusive real estate partner across our upcoming network of Calgary community sites. If that's you, apply for the waitlist. Sponsoring now is how we start working together, and it fast-tracks our move to the community sites.

cityofcalgary.com/for-agent-teams

Apply for the waitlist

Terms summarize the sponsorship agreement, which governs. CityOfCalgary.com is privately owned and operated by Digified Media, Calgary. For official City of Calgary information, visit calgary.ca.