



## Crucial Interactive explores with Redtag.ca



1 day ago by [Jennifer Horn](#)

Crucial Interactive has announced an exclusive rep agreement with [Redtag.ca](#), allowing the digital media company to serve advertising solutions across the travel site.

Redtag.ca is a Canadian-born site based in Toronto and provides travellers with last-minute deals, vacation packages, flights as well as car rentals and hotel bookings. The site attracts 1.8 million unique visitors per month and has a subscriber base of 400,000.



“[The site audience] is people that are affluent, and are spending money on travel for luxury,” Petar Bozinovski, president, Crucial Interactive, tells *MiC*. “Additionally they are people that are comfortable making online purchases,” he says.

There is space for brands to place standard online, mobile and tablet display ads as well as homepage dominations and newsletter sponsorships, says Bozinovski, adding that Disney is one of the first advertisers to sign on since the agreement was made.

Tags: [advertising opportunity](#), [Crucial Interactive](#), [Redtag.ca](#)

