



The Vancouver Board of Trade
www.boardoftrade.com

Suite 400, 999 Canada Place
Vancouver, BC V6C 3E1
Phone: 604-641-1316

E-mail: webadvertising@boardoftrade.com

Web Advertising Agreement

Services requested:

Banner size/type & placement

Labour required (Y/N)

Total cost (GST will be added):

Company information:

Client name

Member number

Company name

Address

City & province

Postal code

Phone

Fax

E-mail

Website

Payment information:

Vancouver Board of Trade account VISA MasterCard AMEX

Cardholder name

Card number

Expiry

Authorized signature

Date

Web Advertising Terms

How to submit

Please fax Advertising Agreement to 604-681-0437, attn: Web Advertising. Artwork and other details can be sent by e-mail to webadvertising@boardoftrade.com.

Payment

By credit card, bill to your membership account or invoice upon approval. If not a member, invoices are payable within 30 days and acceptable ONLY with the supply of credit card details to be held in reservation. Credit card payment will be processed only in the event of non-payment of invoice.

Approval

The Vancouver Board of Trade reserves the right to reject any advertisement based on the content, design or conflict with Board of Trade initiative.

Cancellation

15 % for cancellation before placement, plus any production charges incurred. NO refunds after placement.

Liability

The Vancouver Board of Trade is not liable for content contained in external advertisements and cannot guarantee click-through on any ad.

Advertising format

- Web-ready completed artwork (256 colours or less and file size maximum 20 KB)
- GIF (animated acceptable) or JPG at 72 DPI; Flash (please include embedded link)



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Web Advertising Agreement - RENEWAL

Services requested:

Ad size/type & placement Web Profile

Labour required (Y/N) NO **Total cost (GST will be added): \$ 150.00**

Company information:

Client name Member number

Company name

Address

City & province Postal code

Phone Fax

E-mail Website

Payment information:

Vancouver Board of Trade account VISA MasterCard AMEX

Cardholder name

Card number Expiry

Authorized signature Date

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Web Advertising Rates

BANNERS:

Horizontal Banner Ad – 468w X 60h pixel

Price: Members \$450/month - Non-members \$900/month

Static or Flash Ad, highly visible banner at top of your page of choice

Choose from: Home page, Spirit of Vancouver Home Page, Membership Page, Events Calendar

Horizontal Banner Ad Other Pages – 468w X 60h pixels

Price: Members \$350/month – Non-members \$700/month

Static or Flash Ad, highly visible banner at top of your page of choice

Choose from: Any page *except* Home page, Spirit of Vancouver Home Page, Membership Page, Events Calendar

Vertical Mini Banner – 120w X 150h pixels

Price: Members \$250/month – Non-members \$500/month

Static or Flash Ad, mini-ads appearing in the right-hand column on the page of your choice

Choose from: Home page, Spirit of Vancouver Home Page, Events Calendar

Vertical Mini Banner Ad Other Pages – 120w X 150h pixels

Price: Members \$200/month – Non-members \$400/month

Static or Flash Ad, mini-ads appearing in the right-hand column on the page of your choice

Choose from: Any page *except* Home page, Spirit of Vancouver Home Page, Events Calendar

Vertical “Bookmark Ad” – 120w X 600h pixels

Price: Members \$450/month – Non-members \$900/month

Static or Flash Ad, bookmark sized ad appearing in the right hand column on the page of your choice

Choose from: Home page, Board Store, Events Calendar

Vertical “Bookmark Ad” Other Pages – 120w X 600h pixels

Price: Members \$300/month – Non-members \$600/month

Static or Flash Ad, bookmark sized ad appearing in the right hand column on the page of your choice

Choose from: Any page *except* Home page, Board Store, Events Calendar

Please fill out the Web Advertising Agreement Form to submit your banner ad

OTHER ADVERTISING:

Career Opportunities

Price: Members \$50/listing – Non-members \$100/listing

Post a career opportunity at your company in our career opportunity area located on our website here:

http://www.boardoftrade.com/vbot_careers.asp?pageid=180

Post a Corporate Logo with your career opportunity

Price: Members \$15/ listing – Non-members \$30/ listing – Members first 3 listings free!

For career opportunities, listings please go to the website and make your submission on the Career Opportunities page .Fill out the form located there and your listing will be approved.

Business Datebook**Price: Members FREE – Non-members \$100/listing**

List your conferences, seminars, trade shows and other business related events in our Business Datebook.

Web Profiles

Get noticed with our biggest ad! Web profiles rotate throughout all pages of boardoftrade.com, giving your business great exposure for one full year.

New Web Profile**Price: Members \$200/ year – Non-members \$400/year****Update your existing profile****Price: Members \$30/update – Non-members \$60/update****Add graphic or image to your profile** (*max.200 pixels by 200 pixels*)**Price: Members \$15/ year – Non-members \$30/year****Renew Web Profile for one year****Price: Members \$150/ year – Non-members \$300/year****Renew Web Profile for one year plus get an extra impression****Price: Members \$250/ year – Non-members \$500/year****Extra links****Price: Members \$5/ link – Non-members \$10/link**

See Web Profile FAQ in your advertising package for information on sending in your profile

* If you are submitting a Flash banner for your ad, you must embed the link into the ad when it is being created.

* Banner rates do not include cost of labour – production will be charged at \$30 (members) and \$50 (non-members) per hour for a 2 hour minimum.

* Banners provided by the client are subject to approval by The Board (See Advertising Terms for details).

* Frequency rates are available for web profiles please call (604)641-1316 for details.

Web Profile FAQ

Get your Web Profile online in just four easy steps! E-mail the following information to webadvertising@boardoftrade.com with the subject line "**Web Profile**" (don't forget to indicate if your Web Profile is complimentary and if so your membership number):

1. **100 words MAXIMUM of text** (word count will cut off automatically). The Profile will link to your company web site for the rest of the info about you. Send text in the body of your e-mail message or as a separate file attachment (Word, Wordpad, etc.).
2. A copy of your **company logo in high-resolution JPG or EPS format** (*maximum size is 200 pixels by 200 pixels*), sent as an e-mail attachment. Only one image is included per Profile.
3. Your **contact info** – phone/fax numbers, address, whatever you would like to include on your Profile. Be sure to include a link to your web site. Not counted as part of the 100 words text.
4. **Category** you would like your Profile to be listed in. See options in our Web Profile Directory at http://www.boardoftrade.com/vbot_directory.asp?pageID=537. NOTE: Only the current categories are available – if you can't find a suitable category, just select "Other."

Web Profile FAQ

How long will my Web Profile appear on boardoftrade.com?

Your profile will remain on the site for one full year, after which you can renew at regular rates.

Can I add extra images to my Web Profile?

The price of the Web Profile includes a single image. This space is generally used for the company logo. There is a small fee to include additional images on your Web Profile (see Web Advertising Rates).

Can I add extra links to my Web Profile?

The price of the Web Profile includes just one link, for the main company web site. Additional links can be purchased. Please see Web Advertising Rates page for current prices.

How many times will my Web Profile be seen on boardoftrade.com?

Your Profile is programmed to rotate randomly in conjunction with other Profiles throughout all pages of the site. We can't give you an exact number of times that your Profile will be seen, but you'll rarely be sharing the rotation with more than 100 Profiles over the course of the year's run.

Can I preview my Web Profile before it gets posted?

The Profile is in a template format and therefore will have a standard appearance, so we don't provide a preview before posting.

Can I add special formatting to or rearrange the elements of my Web Profile?

As the Web Profile is in a template, formatting options are restricted. Only the text area of your Profile can be formatted with special characters (bolding, trademark symbols, etc.). Therefore, we request that formatting be kept to a minimum.

Can I find out what kind of traffic my Web Profile is getting?

At any time, you can contact us to obtain your current page views. Please note that The Board does not guarantee or measure click-through to your site.

Can I change the text or logo on my Web Profile?

At the time of posting your Profile, you may make any necessary corrections or changes to your text or logo. After that, any changes to the main content of your Profile can be made for a small fee (see Web Advertising Rates for details). Changes to your contact info can be made at no charge throughout the year's run.

For current rates and more information on Web Profiles, visit our Web Advertising page at http://www.boardoftrade.com/vbot_page.asp?pageID=364 or e-mail webadvertising@boardoftrade.com.