

# MEDIA KIT AND ADVERTISING GUIDE

## 2021-22

Prices and ad sizes accurate as of June 21, 2021



GREATER VANCOUVER  
BOARD OF TRADE

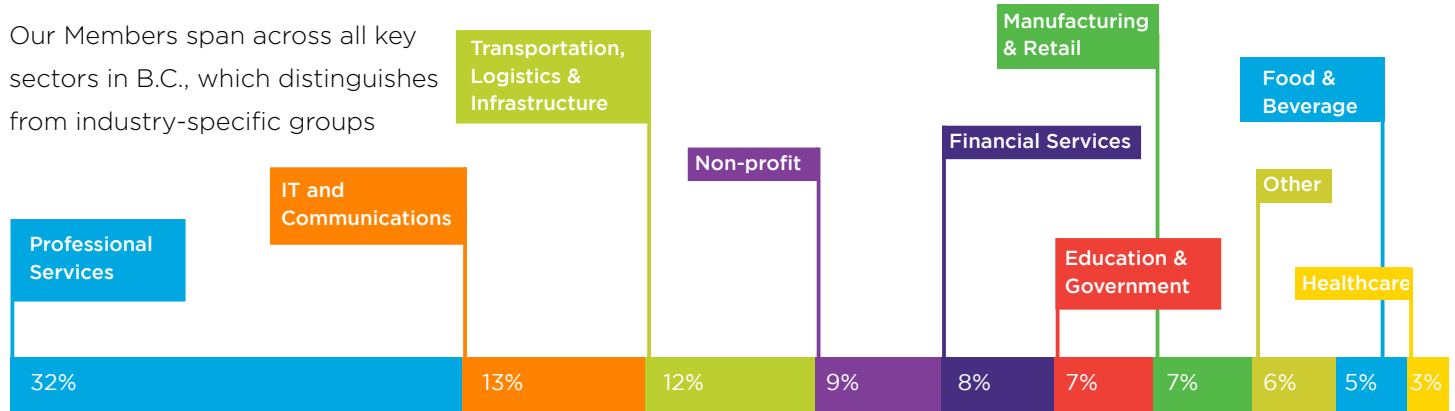




# Who are our Members?

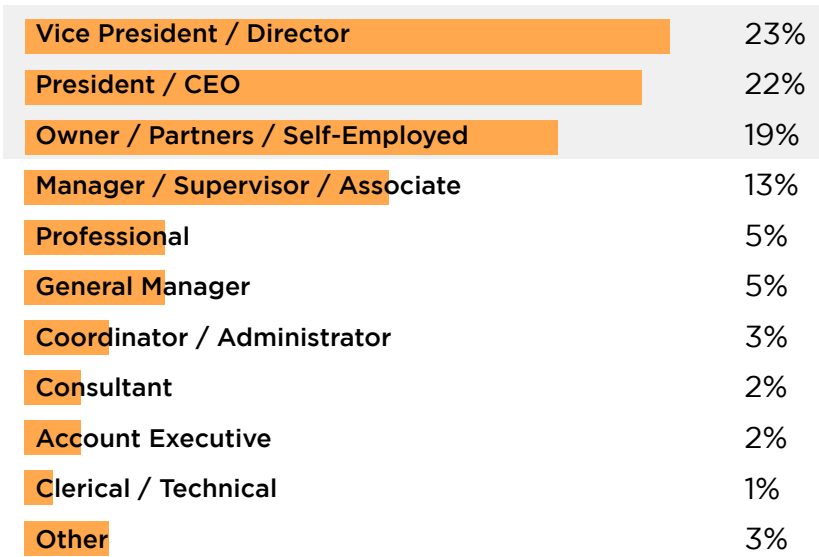
## BUSINESS SECTORS

Our Members span across all key sectors in B.C., which distinguishes from industry-specific groups



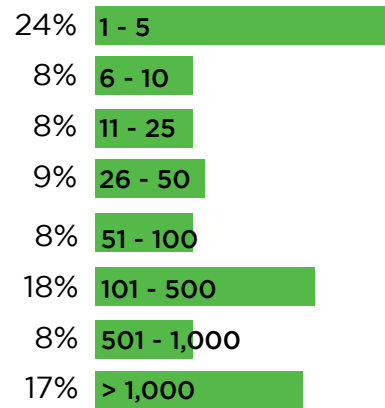
## JOB TITLE

more than **64%** of cardholders are decision-makers / c-suite

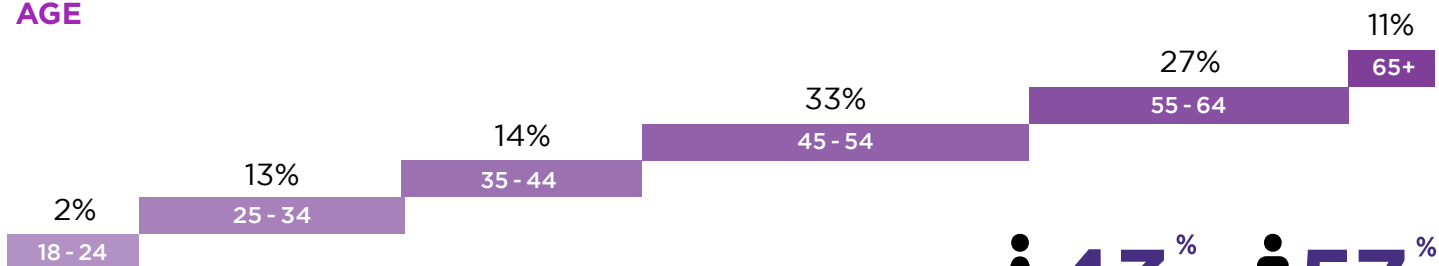


## NUMBER OF EMPLOYEES

more than half are small business

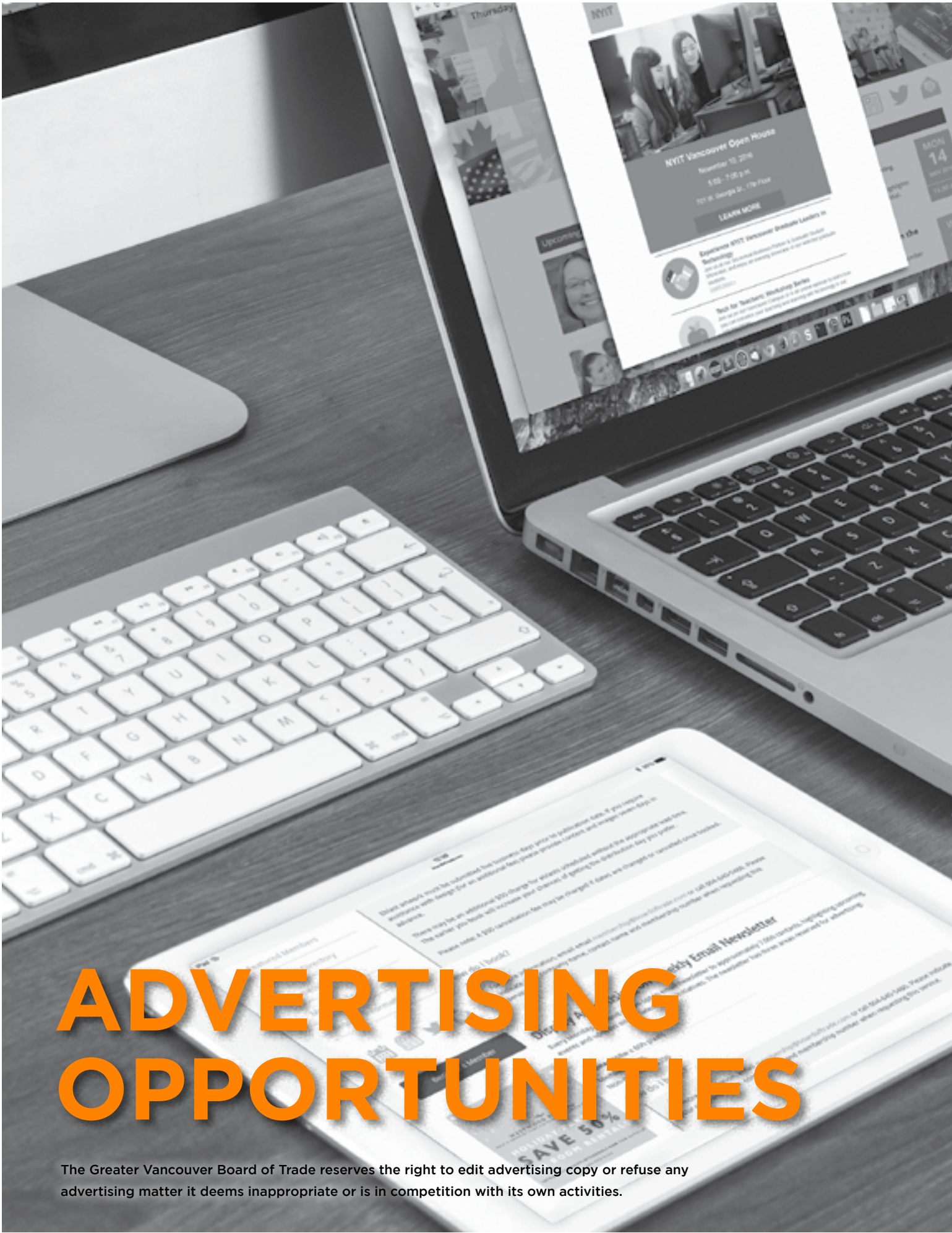


## AGE



\*Figures based on results from the Greater Vancouver Board of Trade's Membership Survey






# ADVERTISING OPPORTUNITIES

The Greater Vancouver Board of Trade reserves the right to edit advertising copy or refuse any advertising matter it deems inappropriate or is in competition with its own activities.

# Weekly E-Newsletter


Our weekly e-newsletter provides Members with up-to-the-minute information on Board of Trade's upcoming events, advocacy initiatives, exclusive savings opportunities, and select news from our Members.

Emailed every Monday morning, the e-newsletter is tailor-made for quick reading and provides convenient links to online information and event registration.




## 15,500

Distribution




## 25%

Avg. Open rate



## 10%

Avg. overall click-through rate  
Clicks on ads vary



## 1/week

Frequency  
Weekly, Mondays

## CONTENT OUTLINE

- News:** Headlines focusing on the Board of Trade's latest activities and announcements
- Events:** A calendar listing of upcoming events with quick links to online registration
- Member Benefits:** Special offers exclusively for GVBOT Members, by GVBOT Members

## TECHNICAL SPECIFICATIONS

**Size:** 468 px wide x 60 px high at 72 ppi  
**File formats:** .jpg or .png

Static images only, no animated GIFs or Flash files

## RATES

Frequency	Savings	Top & Middle Banner		Bottom Banner	
		Member	Non-member	Member	Non-Member
1 week	n/a	\$350	\$450	\$175	\$275
2 weeks	\$50	\$650	\$850	\$300	\$500
3 weeks	\$75	\$975	\$1275	\$450	\$750
4 weeks	\$100	\$1,300	\$1,700	\$600	\$1,000

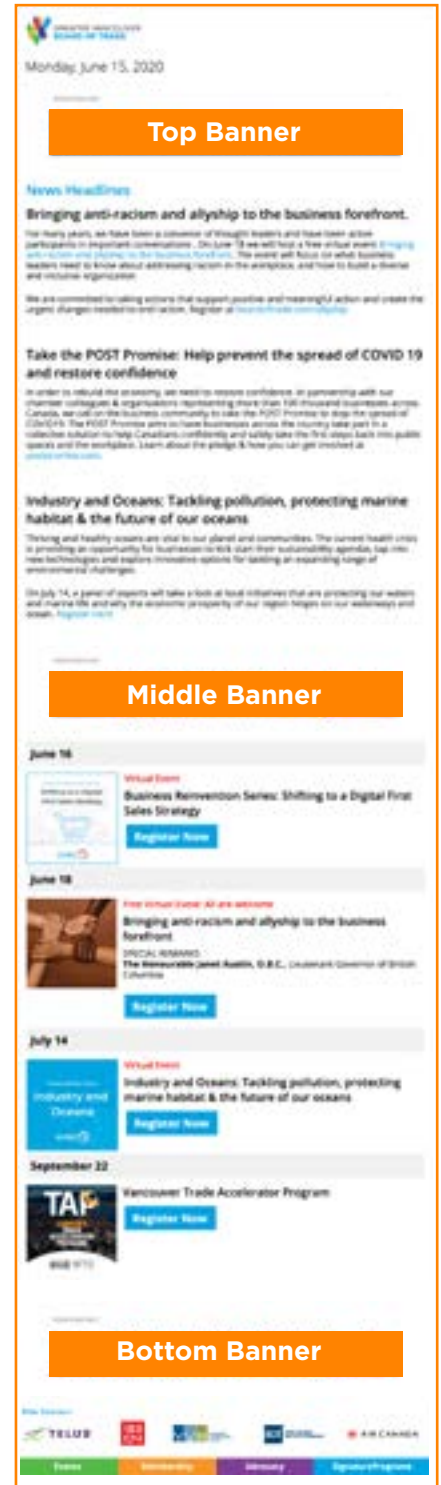
## SUBMISSION GUIDELINES AND DEADLINES

Submit your artwork by email to [advertising@boardoftrade.com](mailto:advertising@boardoftrade.com) using the following file name convention:

EXAMPLE: abc-company-e-newsletter-may-08-2020

**Artwork must be submitted by 12 p.m. on the Wednesday the week prior.**

The Greater Vancouver Board of Trade reserves the right to edit advertising copy or refuse any advertising matter it deems inappropriate or is in competition with its own activities.







## QUESTIONS?

Email [advertising@boardoftrade.com](mailto:advertising@boardoftrade.com) with any questions or inquires.



# Member-to-Member E-blast Advertising

Our Member-to-Member e-blasts allow Members to showcase their business in a custom designed HTML email that fits their branding. This offer is only available for Members.

 <b>2,700</b> Distribution Opt-in subscribers	 <b>25%</b> Avg. Open-rate	 <b>8.6%</b> Avg. Click-through rate	 <b>1/day</b> Frequency Daily, Tuesday - Friday
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## TECHNICAL SPECIFICATIONS

**Recommended Size:** 600 px wide (72 ppi for images)

**File formats:** .html, .jpg, .png or .pdf

Static images only, no animated GIFs or Flash files

## RATES

Quantity	Savings	Member	Non-member
1	n/a	\$375	n/a
2	\$50	\$700	n/a
3	\$75	\$1,050	n/a
4	\$100	\$1,400	n/a

## SUBMISSION GUIDELINES

Submit your files by email to [advertising@boardoftrade.com](mailto:advertising@boardoftrade.com) using the following file name convention:

EXAMPLE: abc-company-e-blast-may-08-2020

**Member-to-Member e-blast advertising is due five business days prior to the date booked.**

\* Provide message copy, images and samples of previous design work at least 7 - 10 business days before the email is scheduled to be sent.

## NEED HELP WITH DESIGN?

For only \$100 our in house designers and editors can assist in getting your message out.\*

## QUESTIONS?

Email [advertising@boardoftrade.com](mailto:advertising@boardoftrade.com) with any questions or inquires.



# Boardoftrade.com/membership advertising

The membership section is the second-most visited section of our website.



Maximum 2 ads per page, rotated evenly displaying a maximum of 4 advertisements per spot

## CONTENT OUTLINE

- Details on how to become a Member
- Information on exclusive Member benefits and savings
- Access to our online Member Directory
- and much more

## TECHNICAL SPECIFICATIONS

**Recommended Size:** 213 px wide x 213 px high at 72 ppi

**File formats:** .jpg, .gif, .png

Animated GIFs are okay!

## RATES

Quantity	Savings	Box Ad	
		Member	Non-member
1 month	n/a	\$500	n/a
2 months	\$75	\$925	n/a
3 months	\$100	\$1,400	n/a
4 months	\$150	\$1,850	n/a

## SUBMISSION GUIDELINES

Submit your files by email to [advertising@boardoftrade.com](mailto:advertising@boardoftrade.com) using the following file name convention:

EXAMPLE: abc-company-box-ad-may-2020

Advertising on boardoftrade.com is based on a monthly time frame. **Artwork must be submitted five businesses days prior to the beginning of the next month.** (For example, Thursday, May 25 for a start date of June 1)



## QUESTIONS?

Email [advertising@boardoftrade.com](mailto:advertising@boardoftrade.com) with any questions or inquires.

# Sounding Board Newspaper

Sounding Board is published by Business in Vancouver Media Group in partnership with the Greater Vancouver Board of Trade. Our publication is read by leading business executives and their employees, as well as federal, provincial, and municipal elected representatives.



**40,000**  
Reach

5,000 Members and 12,500 subscribers of Business in Vancouver newspaper. Conservatively estimated total readership of 40,000



**11**  
Frequency  
issues per year

## CONTENT OUTLINE

News and updates on the Board of Trade's

- Latest advocacy initiatives
- Its four Signature Programs
- The Board of Trade's many high-profile speaker events



## QUESTIONS?

For more information on advertising in Sounding Board, please contact **Katherine Butler at 604-608-5173 or [kbutler@biv.com](mailto:kbutler@biv.com)**.