

MEDIA KIT AND ADVERTISING GUIDE 2020-21

Prices and ad sizes accurate as of June 20, 2020



GREATER VANCOUVER
BOARD OF TRADE

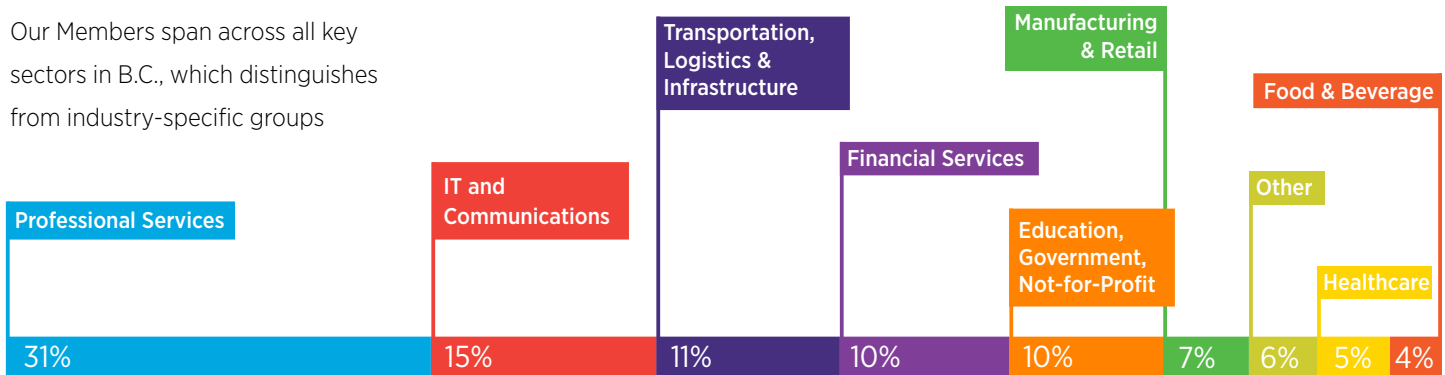




Who are our Members?

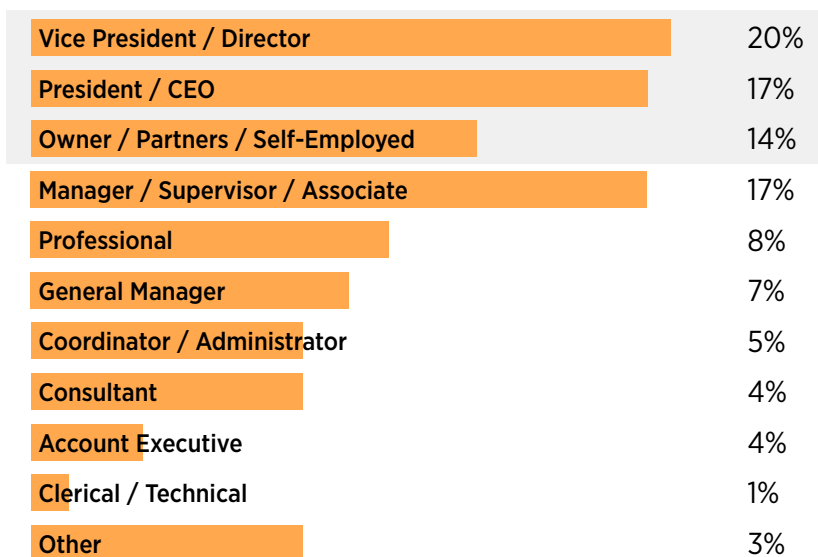
BUSINESS SECTORS

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



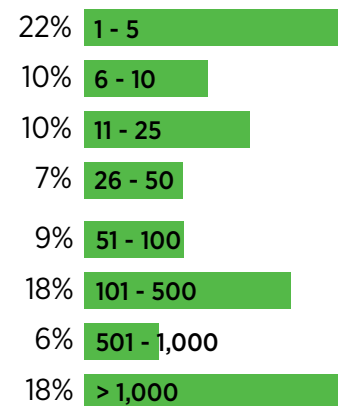
JOB TITLE

more than **51%** of cardholders are decision-makers / c-suite

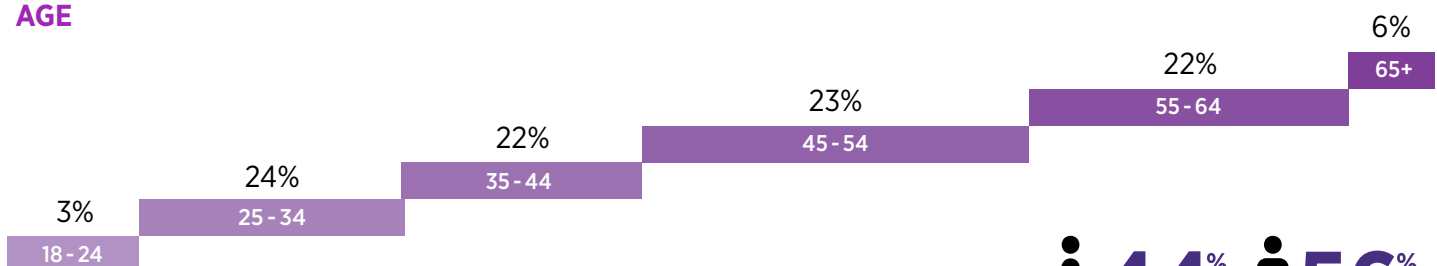


NUMBER OF EMPLOYEES

more than half are small business



AGE



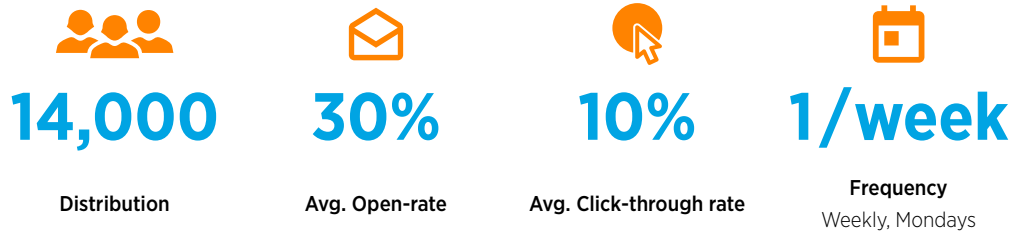
ADVERTISING OPPORTUNITIES

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.



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 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.

GREATER VANCOUVER BOARD OF TRADE

Monday, June 15, 2020

Advertisement

Top Banner

News Headlines

Bringing anti-racism and allyship to the business forefront.
 For many years, we have been a convener of thought leaders and have been active participants in important conversations. On June 18 we will host a free virtual event **Bringing anti-racism and allyship to the business forefront**. The event will focus on what business leaders need to know about addressing racism in the workplace, and how to build a diverse and inclusive organization.
 We are committed to taking actions that support positive and meaningful action and create the urgent changes needed to end racism. Register at boardoftrade.com/allyship

Take the POST Promise: Help prevent the spread of COVID 19 and restore confidence
 In order to rebuild the economy, we need to restore confidence. In partnership with our chamber colleagues & organizations representing more than 100 thousand businesses across Canada, we call on the business community to take the POST Promise to stop the spread of COVID19. The POST Promise aims to have businesses across the country take part in a collective solution to help Canadians confidently and safely take the first steps back into public spaces and the workplace. Learn about the pledge & how you can get involved at postpromise.com.

Industry and Oceans: Tackling pollution, protecting marine habitat & the future of our oceans
 Thriving and healthy oceans are vital to our planet and communities. The current health crisis is providing an opportunity for businesses to kick start their sustainability agendas, tap into new technologies and explore innovative options for tackling an expanding range of environmental challenges.
 On July 14, a panel of experts will take a look at local initiatives that are protecting our waters and marine life and why the economic prosperity of our region hinges on our waterways and ocean. [Register Here](#)

Advertisement

Middle Banner

June 16
 Virtual Event
Business Reinvention Series: Shifting to a Digital First Sales Strategy
[Register Now](#)

June 18
 Free Virtual Event: All are welcome
Bringing anti-racism and allyship to the business forefront
 SPECIAL REMARKS
 The Honourable Janet Austin, O.B.C., Lieutenant Governor of British Columbia
[Register Now](#)

July 14
 Virtual Event
Industry and Oceans: Tackling pollution, protecting marine habitat & the future of our oceans
[Register Now](#)

September 22
Vancouver Trade Accelerator Program
[Register Now](#)

Advertisement

Bottom Banner

Pillar Partners:
 TELUS 100% VVR BCIT AIR CANADA

Events Membership Advocacy Signature Programs

QUESTIONS?

Email advertising@boardoftrade.com with any questions or inquiries.

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.



2,500

Distribution
Opt-in subscribers



27%

Avg. Open-rate



3.5%

Avg. Click-through rate



1/day

Frequency
Daily, Tuesday – Friday

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

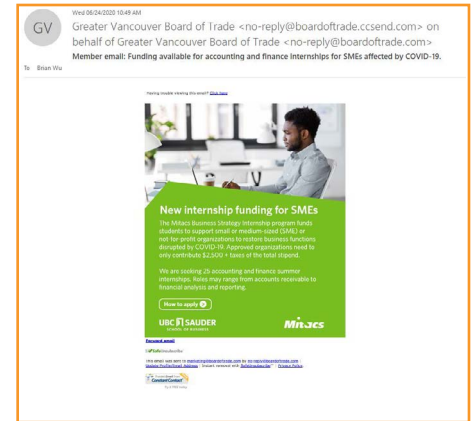
SUBMISSION GUIDELINES

Submit your files by email to advertising@boardoftrade.com 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 with any questions or inquiries.

Boardoftrade.com/membership advertising

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


5,100

Reach/Month


3,800

Unique Views/Month


4

Ad Rotation

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

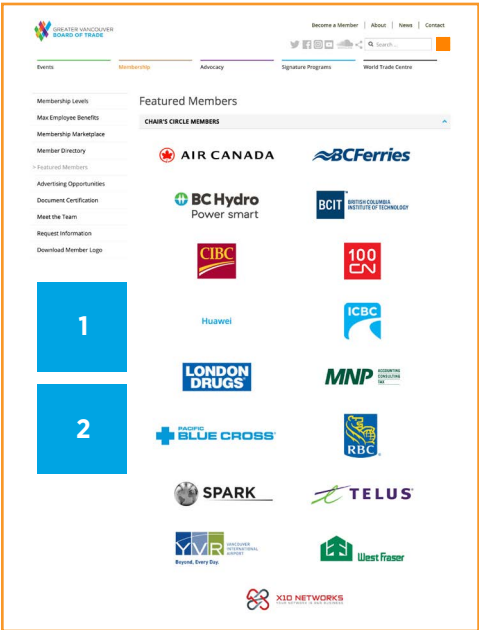
Quantity	Savings	Box Ad	
		Member	Non-member
1 month	n/a	\$500	n/a
2 months	\$75	\$925	n/a
3 months	\$100	\$1,400	n/a
4 months	\$150	\$1,850	n/a

SUBMISSION GUIDELINES

Submit your files by email to advertising@boardoftrade.com 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 with any questions or inquiries.



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.**