



MEDIA KIT AND ADVERTISING GUIDE

2022-23

Prices and ad sizes accurate as of June 2022

WHO ARE OUR MEMBERS?

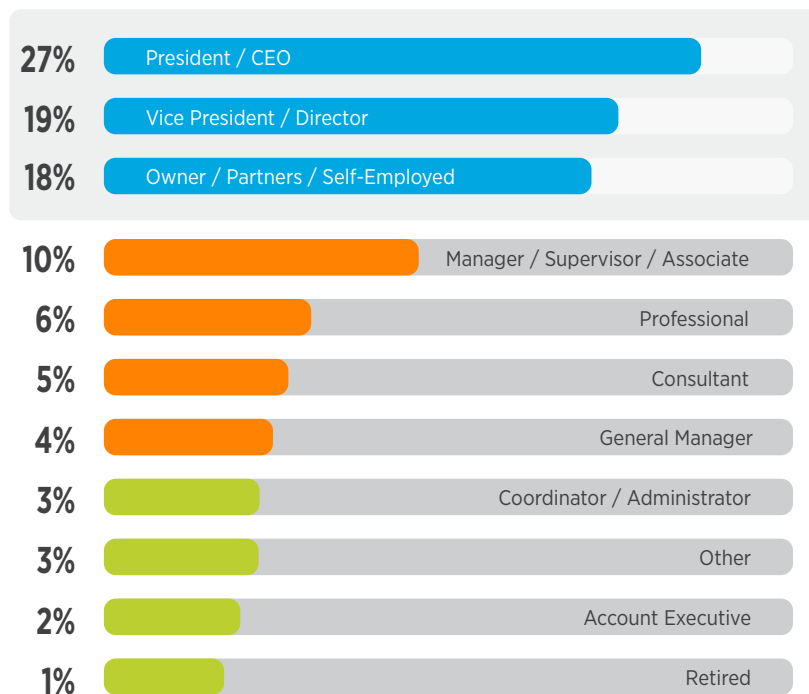
BUSINESS SECTORS

membership is comprised of businesses across all sectors - distinguishing us from industry-specific associations.



JOB TITLE

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

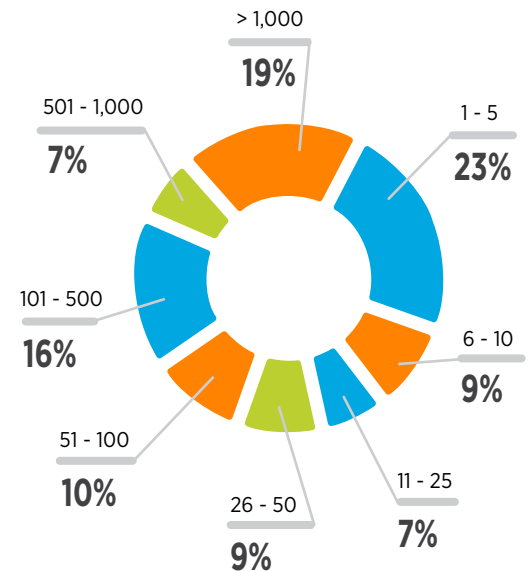


GENDER

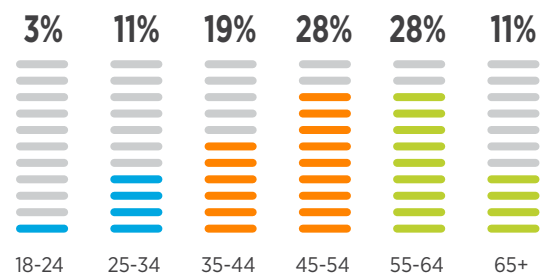


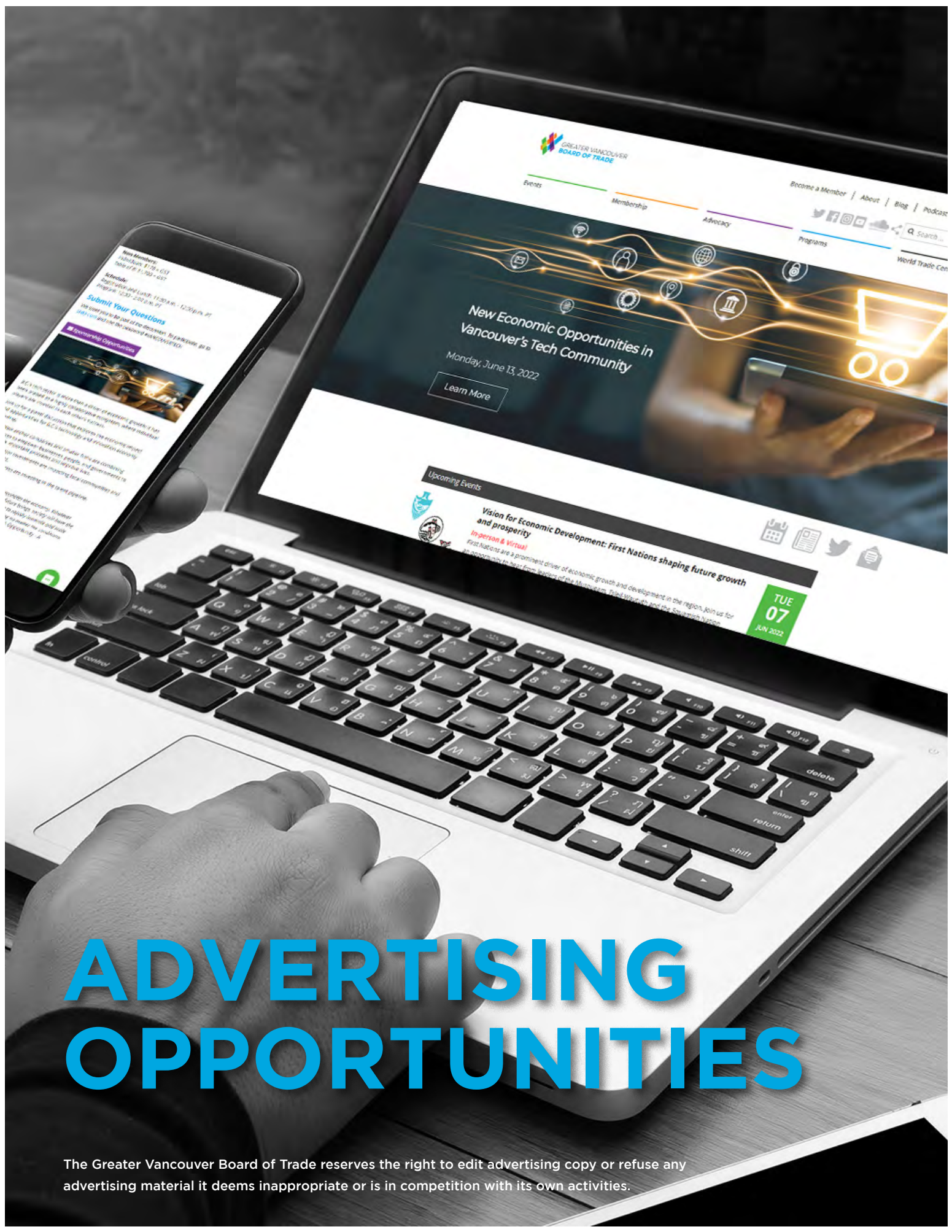
NUMBER OF EMPLOYEES

more than **half** are small businesses



AGE





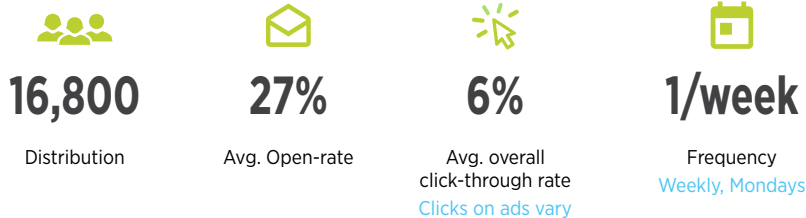
ADVERTISING OPPORTUNITIES

The Greater Vancouver Board of Trade reserves the right to edit advertising copy or refuse any advertising material 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 the 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

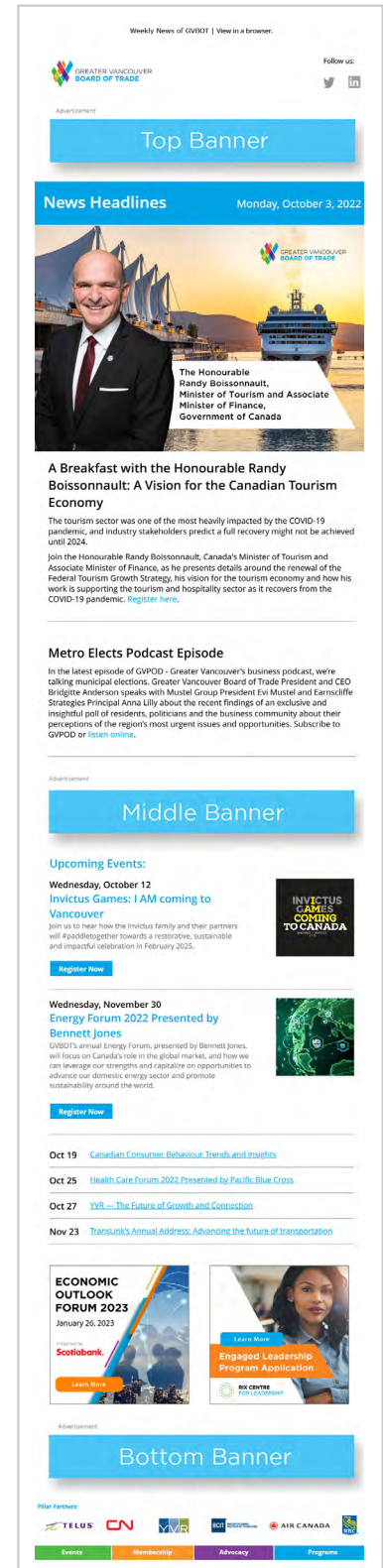
RATES

Frequency	Savings	Top & Middle Banner		Bottom Banner	
		Member	Non-Member	Member	Non-Member
1 week	n/a	\$375	\$475	\$200	\$300
2 weeks	\$50	\$700	\$900	\$350	\$550
3 weeks	\$75	\$1,050	\$1,350	\$525	\$825
4 weeks	\$100	\$1,400	\$1,800	\$700	\$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-08-2022](#)
-  Artwork must be submitted **by 12 p.m. on the Wednesday the week prior.**



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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 to members.



2,558

Opt-in subscribers



29%

Avg. Open-rate



3.3%

Avg. overall
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	\$425	n/a
2	\$50	\$800	n/a
3	\$75	\$1,200	n/a
4	\$100	\$1,600	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-08-2022](#)



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.



Greater Vancouver Board of T...
To: GVBOT Members >

Member email: Funding available for accounting and finance internships for SMEs affected by COVID-19.

Having trouble viewing this email? [Click here](#)



New internship funding for SMEs

The Mitacs Business Strategy Internship program funds students to support small or medium-sized (SME) or not-for-profit organizations to restore business functions disrupted by COVID-19. Approved organizations need to only contribute \$2,500 + taxes of the total stipend.

We are seeking 25 accounting and finance summer internships. Roles may range from accounts receivable to financial analysis and reporting.

[How to apply](#)

UBC SAUDER
SCHOOL OF BUSINESS

Mitacs

Forward email

[SafeUnsubscribe](#)

This email was sent to marketing@boardoftrade.com by no-reply@boardoftrade.com | [Update Profile/Email Address](#) | [Instant removal with SafeUnsubscribe™](#) | [Privacy Policy](#)



NEED HELP WITH DESIGN?

For only \$100 our in-house designer and editor can assist in getting your message out.*

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BOARDOFTRADE.COM/ MEMBERSHIP ADVERTISING

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


4,000

Reach/Month


3,100

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

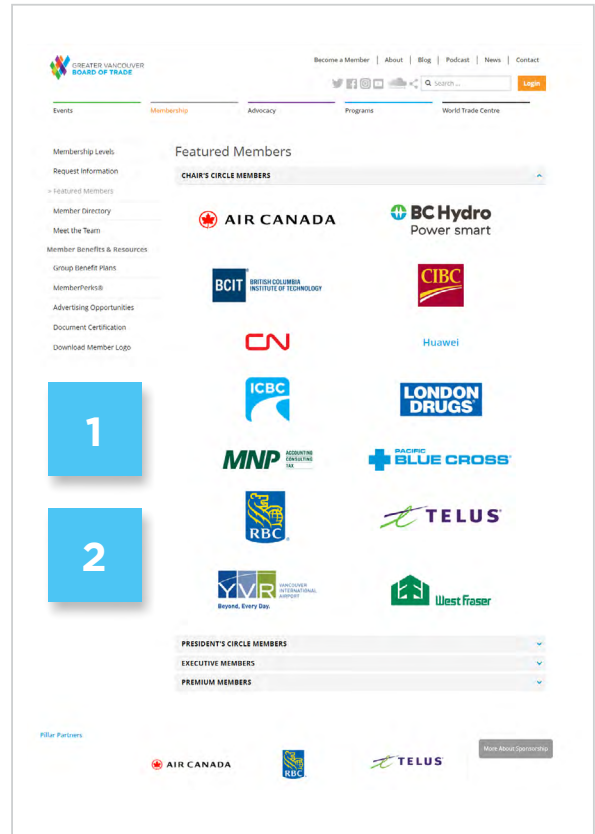
Animated GIFs are okay!

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

QUESTIONS?

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



SUBMISSION GUIDELINES

Submit your files by email to advertising@boardoftrade.com using the following file name convention:

- EXAMPLE: [abc-company-box-ad-may-2022](#)
- Advertising on boardoftrade.com is based on a monthly time frame. **Artwork must be submitted five business days prior to the beginning of the next month.** (For example, Thursday, May 25 for a start date of June 1)

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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.



121,000

Reach



11

Frequency
issues per year

5,000 members and 10,500 subscribers of Business in Vancouver newspaper. Conservatively estimated total readership of 121,000

CONTENT OUTLINE

News and updates on the Board of Trade's

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

BIV READERS

90%



of BIV readers making buying decisions

89%



are business owners, executives or managers

47



average age of BIV readers

73%



have post-secondary degrees

49%



have investment portfolios valued at \$200K



QUESTIONS?

For more information on advertising in Sounding Board, please contact

Katherine Butler at 604-608-5173
or kbutler@biv.com.