



GREATER VANCOUVER
BOARD OF TRADE

MEDIA KIT AND ADVERTISING GUIDE

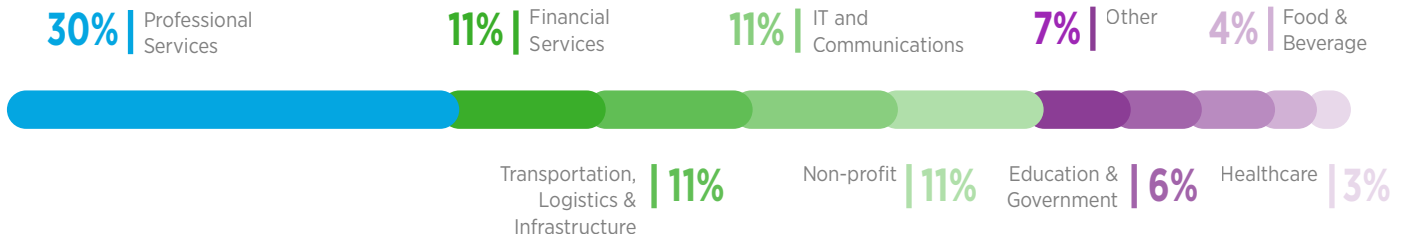
Prices and ad sizes accurate as of June 2023



WHO ARE OUR MEMBERS?

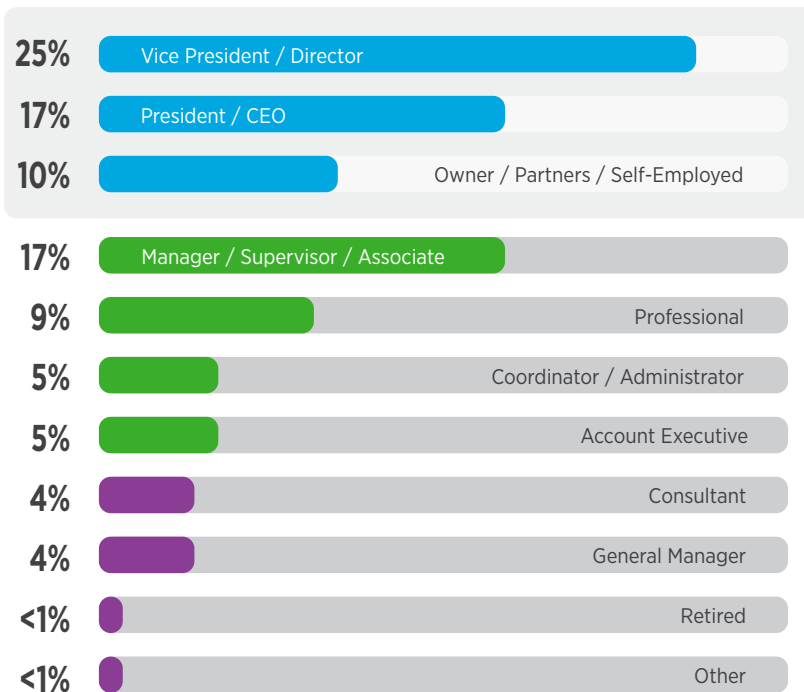
BUSINESS SECTORS

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



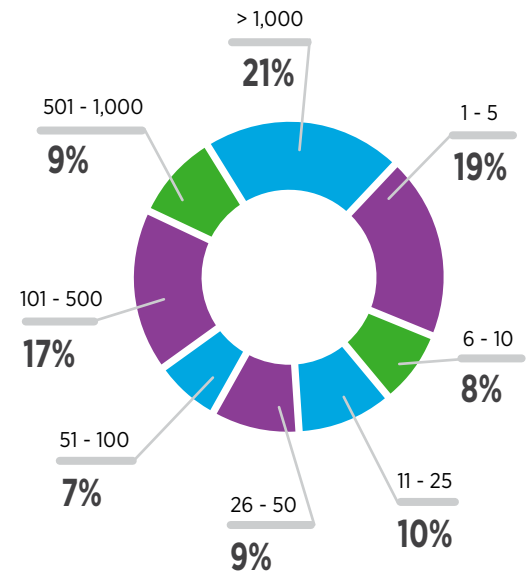
JOB TITLE

More than 52% of members are decision-makers / c-suite

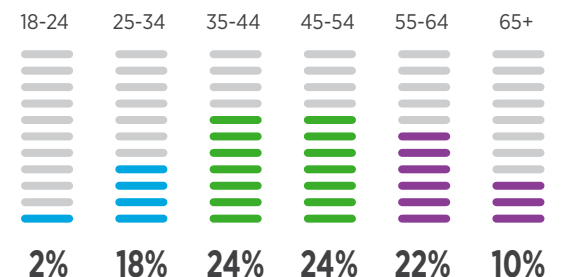


NUMBER OF EMPLOYEES

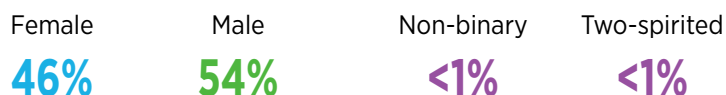
More than half are small businesses



AGE



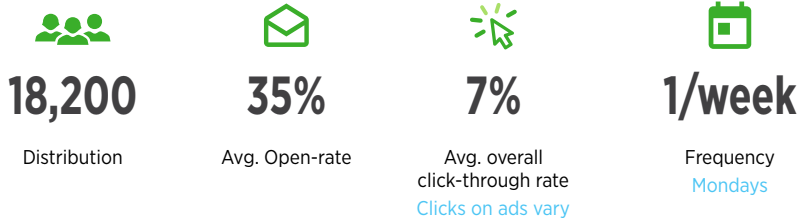
GENDER



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: 600 px wide x 77 px high at 72 ppi

File formats: .jpg or .png

Static images only, no animated GIFs or Flash files

RATES

Frequency	Top Banner		Middle Banner		Bottom Banner	
	Member	Non-Member	Member	Non-Member	Member	Non-Member
1 week	\$500	\$1,000	\$375	\$750	\$200	\$400
2 weeks	\$900	\$1,800	\$700	\$1,400	\$350	\$700
3 weeks	\$1,350	\$2,750	\$1,050	\$2,100	\$525	\$1,050
4 weeks	\$1,800	\$3,600	\$1,400	\$2,800	\$700	\$1,400

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-08-2023](#)
- Artwork must be submitted **by 12 p.m. on the Wednesday the week prior**. Failure to meet deadline may result in ad not running but you will still be billed.

Advertisement

TOP BANNER

News Headlines Monday, June 5, 2023

Building a Better Future Together through Diversity and Inclusivity

Building a Better Future Together through Diversity and Inclusivity

Join us on June 23 for our second annual EDI forum, a full day conference that will deliver strategies to build and leverage a diverse talent pipeline, resources for impact decision-making, and ideas for creating and maintaining inclusive and supportive work environments where employees can thrive. The forum will feature a series of panel discussions and interactive workshops on allyship, leadership, and developing an EDI action plan.

GVPOD - Future of Vancouver - The Bay Building

The latest episode in our series on the future of Vancouver takes a deep dive into the redevelopment of the Hudson's Bay Building, an iconic piece of architecture at the corner of Granville and West Georgia. Douglas Adams, Senior VP of Development at Streetworks Development, joins the show to talk about the future of the historic HBC location and the role it will play in the downtown core. [Listen here.](#)

Advertisement

MIDDLE BANNER

Upcoming Events:

Tuesday, June 13, 2023
Metro Vancouver - Together We Make Our Region Strong

Keynote Speaker: George Harvie, Board Chair, Metro Vancouver, Mayor, City of Delta

Join Metro Vancouver Board Chair George V. Harvie for his inaugural address to the Greater Vancouver Board of Trade. In his remarks, Harvie will outline Metro Vancouver's ambitious plans for delivering more than \$7 billion in capital infrastructure projects over the next five years.

[Register Now](#)

Thursday, June 15, 2023
Reconciliation in Action: Annual Address with Musqueam, Squamish and Tsleil-Waututh Nations

Join us for our third annual Reconciliation in Action: Annual Address with Musqueam, Squamish and Tsleil-Waututh Nations. Hear from leaders of these three Nations on their upcoming plans and activities and how Indigenous and non-Indigenous business communities can work together towards reconciliation and establishing mutually beneficial relationships.

[Register Now](#)

Tuesday, June 20, 2023
GVBOT Golf Tour - Riverway Golf Club

Only 3 spots remaining!
 Make lasting connections and explore some of the region's best golf courses!

[Register Now](#)

Jun 23 Building a Better Future Together through Diversity and Inclusivity

Jun 28 GVBOT Golf Tour - University Golf Club

Jun 29 Vancouver Canadians Game

Advertisement

BOTTOM BANNER

Other Partners: TELUS, CN, VVR, AIR CANADA

Events **Membership** **Advocacy** **Programs**

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.

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 aligns with their branding. This offer is only available to members.



2,100

Opt-in subscribers



35%

Avg. Open-rate



3.6%

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	Member	Non-Member
1	\$425	n/a
2	\$800	n/a
3	\$1,200	n/a
4	\$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-08-2023](#)



Artwork/html code is **due five business days prior to the date booked**. Failure to meet deadline may result in ad not running but you will still be billed.

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

Member email: We Are 26. We Are Vancouver.

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

**BE PART OF THE WORLD'S
GREATEST SPORTING EVENT.**

**BECOME A
HOST CITY
SUPPORTER.**

CONNECT WITH US:

Phil Adams
Director, Global Partnerships, BC Place
PAdams@bcpavco.com

Colin Whiteside
Senior Manager, Global Partnerships, BC Place
CWhiteside@bcpavco.com

VANCOUVERFWC26.CA

[@FWC26VANCOUVER](#)

Greater Vancouver Board of Trade | Suite 400, 999 Canada Place, Vancouver, BC V6C 3E1
Canada

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 Sent by no-reply@boardoftrade.com powered by



NEED HELP WITH DESIGN?

For only \$100 our in-house designer and editor can assist in getting your message out. Provide message copy, images and samples of previous design work at least 7 - 10 business days before the email is scheduled to be sent.

BOARDOFTRADE.COM WEBSITE 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

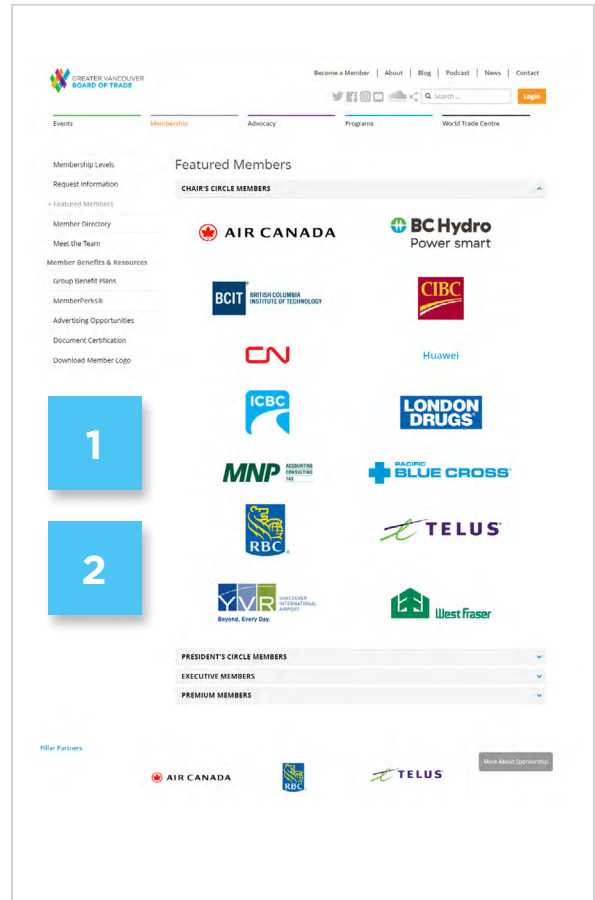
Animated GIFs are okay!

RATES

Quantity	Box Ad	
	Member	Non-member
1 month	\$500	n/a
2 months	\$925	n/a
3 months	\$1,400	n/a
4 months	\$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-2023](#)


 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). Failure to meet deadline may result in ad not running but you will still be billed.

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BLOG

From essential information and resources to help navigate the day-to-day, to insights and opinions to help plan for tomorrow, this resource is home to expert-authored content written by some of Greater Vancouver's leading business minds.


1,200
Reach/month


1-2
Frequency
Published per month

CONTENT OUTLINE

News and updates on the Board of Trade's

- The GVBOT blog is where readers expect to find expert content that offers advice, insight, and information on subjects that impact their businesses.
- Posts on the blog must be editorial and not advertorial.
- Content may be submitted in written format, produced to the Canadian Press style.
- A copyright-free image/photo must accompany submitted content.
- Blog posts must be between a minimum of 500 words and a maximum of 900 words in length.

[More information on our editorial policy](#)

RATES

\$2,000 per edited submission - available to Greater Vancouver Board of Trade Members only

SUBMISSION GUIDELINES

Send an email to media@boardoftrade.com with a brief content outline including preferred publication date.

Our Communications Manager will be in touch to discuss next steps.

AI vs. AI for your business

Monday, 12 June 2023



Artificial Intelligence (AI) drives transformative results for business, whether its with faster and deeper analytics for stronger supply chains, heightened cybersecurity defense, or improved customer service. Still, we are at a pivotal moment for how AI is – and will be – used for cross-industry, cross-enterprise. For some, there is a lack of clarity as to what impact it can have. Business leaders can feel overwhelmed, underprepared, and unsure how to best utilize AI, but know they need accurate results they can trust that can easily be adapted to new scenarios and use cases. ChatGPT and other generative AI capabilities have woken businesses up to the possibilities that AI offers, but consumer use cases are not where the real transformational powers lie.

AI technologies have made impressive advances over the past decade – but until now, it has been difficult to scale and operationalize, placing it out of reach for many companies. In Canada, its use is growing steadily, with companies already using or planning to use AI. In fact, nearly 30% of Canadian companies have actively deployed AI, and nearly half (48%) say their company is exploring AI but have not deployed it into their business operations yet.

For businesses looking for ways to increase employee productivity by enabling teams to focus on higher-value work, there are a few entry points for leaders to consider with AI and automation: 1) automate processes and individual tasks, freeing up space for focus on more complex situations; 2) create individual and outcome-oriented experiences for customers; and 3) give employees the information and insights they need so they can deliver successful outcomes faster. And, with the announcement of watsonx (<https://www.ibm.com/watsonx>) in May, IBM has created the foundation to make AI more widely accessible to all enterprises, not just those with advanced technical expertise.

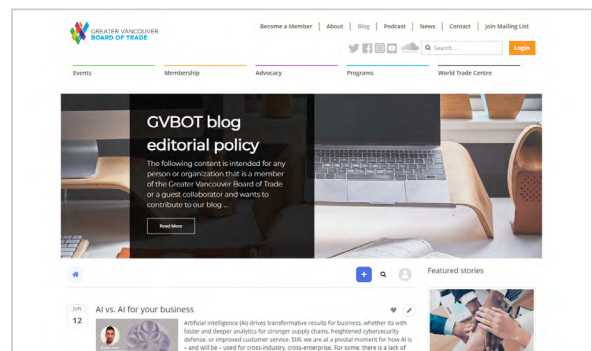
When used effectively, AI and data have the power to deliver smarter public services, reduce fraud and human error, catalyze massive operational efficiencies, and unlock new commercial benefits – all while controlling costs and safeguarding privacy. One example in a municipal government setting is [Elections. Markham's work with IBM Canada](#) in the delivery of a virtual assistant to answer questions pertaining to topics such as the local election. Using a conversational AI platform with natural language processing, the virtual assistants can effectively handle repetitive, administrative, and information-seeking queries and allow customer care employees to focus on more complex queries.

Finally, as with any technology, it is critical to pay attention to the security of data. The use of AI in security operations through incident detection, investigation and response is needed now more than ever as security teams are overwhelmed and under pressure. With data breaches [costing Canadian companies CA\\$7.05 million per incident on average](#) (an all-time high), the financial stakes are significant.

While there are numerous current use cases for AI, the applications for this technology are growing every day, and the possibilities of AI for business are endless. You can learn more [here](#).

About the author:

Bobby Aujla is an Associate Partner for IBM Canada Ltd., a professional services and consulting organization with capabilities spanning strategy and management consulting, experience design, technology, and systems integration. Bobby specializes in Government and Public Sector industries and provides strategic advisory services to organizations, helping them accelerate value driven business outcomes and execute innovative and connected digital transformation initiatives.



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