



DID YOU KNOW?

Board of Trade Members receive a 20% discount off regular advertising rates in *Sounding Board*!

This is an inexpensive way to reach upwards of 40,000 readers — including many of Greater Vancouver's business leaders.

Do you have a message you want to share with the Greater Vancouver business community?

Are you looking to find new customers, increase the profile of your company, or bolster your brand recognition with some of B.C.'s top executives?

By advertising in *Sounding Board*, your message will reach all Members of the Greater Vancouver Board of Trade — the region's largest chamber of commerce and the most active business organization in Western Canada.

In addition, *Sounding Board* is distributed by addressed mail to all 12,500 subscribers of *Business in Vancouver* newspaper, with a total overall readership of nearly 40,000 in the local business community. The publication is also distributed at more than 140 Board of Trade events each year, and a digital version is emailed to more than 5,000 Board of Trade Members each month.

B.C. BUDGET EARNS AN 'A' GRADE ON ANNUAL REPORT CARD
Business groups applaud new Commission on Tax Competitiveness

SOUNDING BOARD
THE OFFICIAL PUBLICATION OF THE GREATER VANCOUVER BOARD OF TRADE AND ITS MEMBERS | MARCH 2016 | VOLUME 56 / ISSUE 3 | BOARDOFTRADE.COM

A contemporary new look for our publication
The latest evolution of *Sounding Board* complements our new logo and identity

BY GREG HODGSON
Today we are excited to introduce the new and improved *Sounding Board*. Over the past few months, our team at the Greater Vancouver Board of Trade has been working with a group of graphic designers at Business in Vancouver to give this publication a new identity.

First published in 1976, *Sounding Board* has a long history of providing the Greater Vancouver Board of Trade, serving as an archive where history has been recorded for 30 years. During this time, the magazine will showcase the use of four key columns, each of which is featured in our new layout. These four columns represent the four new areas of our organization: community, environment, education, and innovation.

We have also added several features that will be standard in upcoming issues, including: insights into our recent projects, a new "Spotlight" section, and a new "Significant Projects" section (pages 10 and 11), and a new "Spotlight" section (page 12).

We hope you enjoy the new design and will please share it with the rest of the community. We are excited to see how the new look of *Sounding Board* will be received by our readers.

Report on ride-sharing
A new report by the Greater Vancouver Board of Trade, "Ride-sharing: A New Mode of Transportation," is available for a complimentary download.

Local's High Commissioner
Local's High Commissioner, John Horgan, will be visiting the Greater Vancouver Board of Trade on March 10th.

'Cheerful attentiveness' solves many problems
Local's High Commissioner, John Horgan, will be visiting the Greater Vancouver Board of Trade on March 10th.

Four Small Business
Four Small Business owners share their stories in this issue.

Your Airborne Office
LAS offers complimentary Wi-Fi aboard its Learjet 75. With personal touchscreens, fold-out tables, and a bulkhead-mounted flat-panel screen, you'll stay connected and productive in the air.

LAS
Learjet Air Services

604-272-8123 | 1-877-399-8123
www.lasair.com

The publication features articles and news updates from the Board of Trade on its many public policy initiatives, its four Member Programs, and its many high-profile speaker events. *Sounding Board* is the primary way that the Board of Trade communicates with its Members each month, and it is also distributed to federal, provincial and civic elected officials, as well as selected boards of trade and chambers of commerce across North America.

Simply put, there is no better way to reach the vast Membership base of the Greater Vancouver Board of Trade, which spans across every industry and includes businesses of all sizes, from small business owners to C-suite executives at Canada's top companies.

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BUSINESS VANCOUVER ► **biv.com**

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GREATER VANCOUVER
BOARD OF TRADE



SOUNDING BOARD



2018 ADVERTISING RATES

SPECIAL POSITIONS - PRICE PER AD, INCLUDES FULL COLOUR

Frequency Discounts	1X Rate	3X Rate	6X Rate	12X Rate
Bottom Cover Banner	2024	1825	1622	1519
Double Full Page Spread	9538	9062	8585	8108
Back Page	5535	5258	4982	4705

Other guaranteed placement subject to 15% surcharge. All prices quoted exclude taxes and agency commission.

ANNUAL FREQUENCY AGREEMENTS - PRICE PER AD, INCLUDES FULL COLOUR

Standard sizes	Single ad rate	3X rate 5% off	6X rate 10% off	12X rate 15% off
Full Page	5021	4766	4520	4267
3/5 Vertical	4068	3866	3663	3459
1/2 Page	3359	3389	3023	2856
2/5 Vertical	2866	2722	2580	2437
3/8 Horizontal	2645	2512	2380	2248
1/4 Page	2139	2074	1925	1829
1/5 Page	1657	1574	1492	1409
Banner inside page*	1341	1274	1206	1136
1/10 Square	690	654	619	585

All prices quoted exclude taxes and agency commission. Other guaranteed placement subject to 15% surcharge.

* Please note banner advertisements on inside pages may be stacked.

PRE-PRINTED INSERTS - CALL FOR QUOTE

Cost based on size, number of pages and frequency.

DEADLINES - CALL FOR SPECIFIC DATES

Space deadlines: 15 days prior to issue date

Material deadlines: 12 days prior to issue date

ADVERTISING PRODUCTION

Final advertising supplied material should be (in order of preference):

1. A PDF x/1a file (CMYK, all fonts embedded, images 200ppi)
2. An Illustrator CS6 (or lower) file or eps file with all fonts converted to outlines and all images embedded. Colour space must be CMYK, not RGB. Images should be 200ppi

FTP ads to ftp.biv.com user: bivguest path: BIVMG/SpecialPubs password: bivguest

AD SIZES

BOTTOM COVER BANNER 9.8" x 3"	DOUBLE PAGE SPREAD 20.6" x 13.4"	FULL PAGE 9.8" x 13.4"	1/2 HORIZONTAL 9.8" x 6.2"
1/2 JUNIOR 5.8" x 9.3"	3/8 HORIZONTAL 9.8" x 4.6"	1/4 HORIZONTAL 9.8" x 3"	1/4 JUNIOR 4.8" x 6.2"
1/5 JUNIOR 3.8" x 6.2"	1/10 SQUARE 3.8" x 3"	BANNER 9.8" x 1.4"	1/5 HORIZONTAL 5.8" x 3"

SENDING MATERIAL

Final advertising supplied material should be emailed to your sales rep.

If your material is too big to email we have an FTP site:

host: [ftp.biv.com](ftp://ftp.biv.com)
username: **bivguest**
password: **bivguest**
path: **BIVMG/SpecialPubs**

Please let your sales rep know what you've called your file.

Not sure what FTP is, or it just isn't working for you? Try using a free web-based service like yousendit.com or box.net

For more information on print and online advertising opportunities please contact Marie Pearsall at 604-608-5158 or email mpearsall@biv.com.

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VANCOUVER** ► **biv.com**

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