







o 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?



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.



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.

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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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 AGRE	EMENTS - PR	ICE PER AD,	INCLUDES FL	JLL COLOUR		
Standard sizes	Single	3X rate	6X rate	12X rate		
	ad rate	5% off	10% off	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.						

PRE-PRINTED INSERTS – CALL FOR QUOTE

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

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

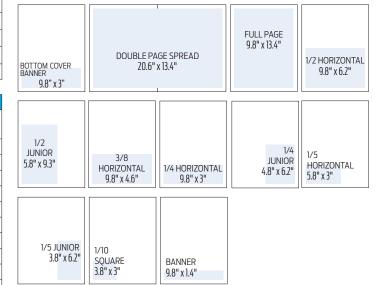
Final advertising supplied material should be (in order of preference):

1. A PDF x/1a file (CMYK, all fonts embedded, images 200ppi)

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



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 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.

