



GREATER VANCOUVER
BOARD OF TRADE

SOUNDING BOARD



DID YOU KNOW?

Board of Trade members receive a 20% discount off regular advertising in Sounding Board?

This is the best way to reach upwards of 121,000 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?

Advertise in Sounding Board and your message will reach:

- All members of the Greater Vancouver Board of Trade
- 10,500 subscribers of Business in Vancouver, with a readership of 121,000
- Attendees of over 140 Board of Trade events every year
- Federal, provincial and civic elected officials
- Selected boards of trade and chambers of commerce across North America

Editorial features include articles and news updates from the Greater Vancouver Board of Trade on its many public policy initiatives, its four Member Programs and its many high-profile speaker events.

There’s no better way to reach the vast membership base of the Greater Vancouver Board of Trade, which spans across every industry and includes businesses on all sizes, from small business owners to C-suite executives at Canada’s top companies.

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BUSINESS VANCOUVER ▶ **biv.com**

604.608.5158 mpearsall@biv.com www.biv.com 303 West 5th Avenue, Vancouver B.C. V5Y 1J6

ADVERTISING RATES

SPECIAL POSITIONS - PRICE PER AD, INCLUDES FULL COLOUR				
Frequency Discounts	1X Rate	3X Rate	6X Rate	12X Rate
Bottom Cover Banner	2,710	2,570	2,410	2,300
Double Full Page Spread	11,520	10,940	10,360	9,790
Back Page	6,680	6,350	6,020	5,680

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	5,530	5,250	4,980	4,700
3/5 Vertical	4,480	4,260	4,030	3,810
1/2 Page	3,700	3,730	3,330	3,150
2/5 Vertical	3,160	3,000	2,840	2,690
3/8 Horizontal	2,910	2,700	2,620	2,480
1/4 Page	2,350	2,290	2,120	2,010
Banner inside page*	1,480	1,400	1,330	1,250
1/10 Square	760	720	680	650

*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 colors, all fonts embedded, images 200ppi, all Black text 100% K black)
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"
BANNER 9.8" x 1.4"			1/10 SQUARE 3.8" x 3"

SENDING MATERIAL

Final advertising supplied material should be emailed to your sales rep or mpearsall@biv.com

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, box.net or wetransfer.com

For more information on print and online advertising opportunities:

Please contact
604-608-5158 or email ads@biv.com

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