

# Advertising Guide

Prices and ad sizes correct as of March 8, 2019

# VRCA

Vancouver Regional Construction Association



2018 Awards of Excellence Gold Winner

Ledcor Construction Ltd. in joint venture with Balfour Beatty | BC Children's and BC Women's Redevelopment Project Phase 2

# VRCA membership statistics at a glance



**760**

Total Members  
(and counting)



**3,811**

Attendees @  
VRCA Events



**8,991**

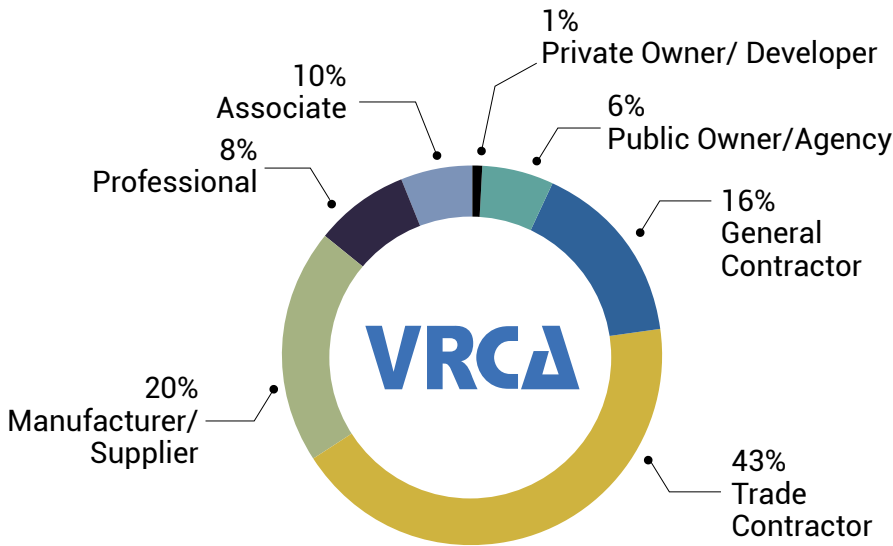
Social Media  
Followers



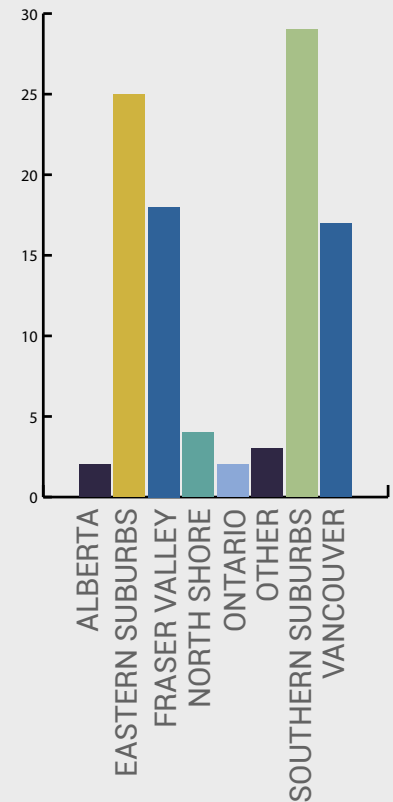
**4,500**

E-News  
Subscribers

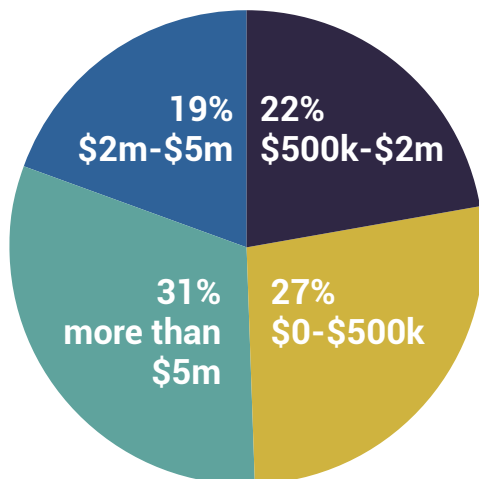
## Membership by Type



## Members by Region



## Members by Business Volume



**Eastern Suburbs includes:** Burnaby, New Westminister, Coquitlam, Port Coquitlam, Port Moody

**Fraser Valley includes:** Pitt Meadows, Maple Ridge, Langley, Abbotsford, Mission, Chilliwack, Hope, Aldergrove

**North Shore includes:** North Vancouver, West Vancouver






**Southern Suburbs includes:** Surrey, Richmond, Delta, White Rock



# Weekly e-newsletter banner ads

Our weekly e-newsletter – The Connector – provides members with VRCA and industry news, updates on advocacy initiatives, upcoming events, educational offerings, exclusive savings opportunities and job postings. Emailed every Tuesday morning, The Connector is designed for quick reading on mobile devices and provides convenient links to online information and event/course registration.

Advertising in The Connector is an easy and affordable way to promote your products and services to the decision makers you need to reach! Advertisements can be booked week to week, with no long-term contract required.

				
<b>4,500</b>	<b>21%</b>	<b>4.2%</b>	<b>20%</b>	<b>1/week</b>
Distribution	Average Open Rate	Average Click through rate	Average Clicks per unique open	Every Tuesday

## Content Outline

- News:** Headlines focusing on the VRCA's latest activities and industry news
- Members save:** Special offers exclusively for VRCA Members and their employees
- Events:** A calendar listing of upcoming events with quick links to online registration
- Education:** A calendar listing of upcoming courses with quick links to online registration
- Construction Job Centre:** A listing of the most recent job postings from constructionjobcentre.ca

## Technical Specifications

Size: 600 px wide x 150 px high at 72 ppi  
File formats: .jpg, .gif or .png

**Static images only, no animated GIFs or Flash files**

## Rates

(All advertising must be paid for prior to publication.)

Position	Member	Non-Member
Banner 1	\$175	\$200
Banner 2	\$150	\$175
Banner 3	\$125	\$150

**Need help with design?** For only \$100 per ad, our in-house designer and writers can assist in getting your message out.

## Submission Guidelines and Deadlines

Submit your artwork by email to [marketing@vrca.ca](mailto:marketing@vrca.ca) using the following file name convention:

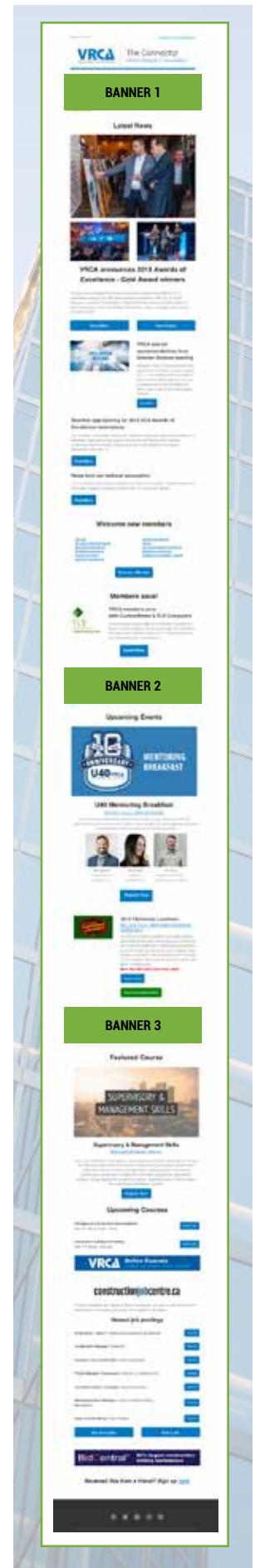
**EXAMPLE: companyname-connector-oct-02-2018**

**Artwork is due seven (7) days prior to insertion day.**

## Questions?

Email [marketing@vrca.ca](mailto:marketing@vrca.ca) with any questions or inquires.






VRCA reserves the right to edit advertising copy or refuse any advertising matter it deems inappropriate or is in competition with its own activities.



# Monthly Education Alert banner ads

VRCA's Education Alert – issued on the third Thursday of every month – is designed to help members and their employees stay up-to-date with education and training opportunities offered by VRCA and its industry partners. The Education Alert is designed for quick reading on mobile devices and provides convenient links to course registration.

Advertising in the Education Alert is an easy and affordable way to promote your products and services to the decision makers you need to reach! Advertisements can be booked week to week, with no long-term contract required.

				
<b>4,500</b>	<b>20%</b>	<b>1.7%</b>	<b>8%</b>	<b>1/month</b>
Distribution	Average Open Rate	Average Click through rate	Average Clicks per unique open	3rd Thursday each month

## Technical Specifications

Size: 600 px wide x 150 px high at 72 ppi

File formats: .jpg, .gif or .png

**Static images only, no animated GIFs or Flash files**

## Rates

(All advertising must be paid for prior to publication.)

Position	Member	Non-Member
Banner 1	\$175	\$200
Banner 2	\$150	\$175
Banner 3	\$125	\$150

**Need help with design?** For only \$100 per ad, our in-house designer and writers can assist in getting your message out.

## Submission Guidelines and Deadlines

Submit your artwork by email to [marketing@vrca.ca](mailto:marketing@vrca.ca) using the following file name convention:

**EXAMPLE: *companyname-edalert-oct-02-2018***

**Artwork is due seven (7) days prior to insertion day.**

## Questions?

Email [marketing@vrca.ca](mailto:marketing@vrca.ca) with any questions or inquires.

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# Website Advertising

VRCA offers advertising opportunities in two locations on its website: the homepage and VRCA Voice blog.

## Homepage



**2,700**

Reach  
(unique views per/mth)

**Audience:** The VRCA homepage is the most-visited page on the website.

**Positions Available:** 3



**Ongoing**

VRCA Website

## Content Outline

The association's primary landing page containing information and links about VRCA, its programs, events and services.

## Technical Specifications

**Size:** 350 px wide x 350 px high at 72 ppi

**File formats:** .jpg, .gif or .png

**Static images only, no animated GIFs or Flash files**

## Rates

(All advertising must be paid for prior to publication.)

Quantity	Savings	Member	Non-Member
1 month	n/a	\$350	n/a
2 months	\$50	\$650	n/a
3 months	\$100	\$950	n/a
4 months	\$150	\$1,250	n/a
6 months	\$250	\$1,850	n/a

**Need help with design?** For only \$100 per ad, our in-house designer and writers can assist in getting your message out.

## Submission Guidelines and Deadlines

Submit your artwork by email to [marketing@vrca.ca](mailto:marketing@vrca.ca) using the following file name convention:

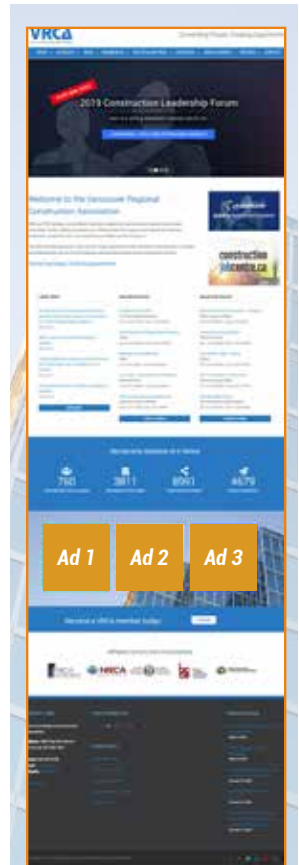
**EXAMPLE:** *ccompanyname-homepage-ad-march-2019*

**Artwork is due seven (7) days prior to insertion day.**

## Questions?

Email [marketing@vrca.ca](mailto:marketing@vrca.ca) with any questions or inquiries.


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# VRCA Voice blog

The VRCA Voice blog is the most heavily trafficked section on the website.

## Homepage

  
**1,500**  
Reach  
(unique views per/mth)

**Positions Available:** 6 (maximum 1 ad per page, rotated evenly displaying a maximum of six ads per spot.)

  
**Ongoing**  
VRCA Voice

## Content Outline

The VRCA Voice contains VRCA news, industry news, member news and member profiles

## Technical Specifications

**Size:** 200 px wide x 200 px high at 72 ppi

**File formats:** .jpg, .gif or .png

**Static images only, no animated GIFs or Flash files**

## Rates

(All advertising must be paid for prior to publication.)

Quantity	Savings	Member	Non-Member
1 month	n/a	\$225	\$250
2 months	\$50	\$400	\$450
3 months	\$100	\$575	\$650
4 months	\$150	\$750	\$850
6 months	\$250	\$1,100	\$1,250

**Need help with design?** For only \$100 per ad, our in-house designer and writers can assist in getting your message out.

## Submission Guidelines and Deadlines

Submit your artwork by email to [marketing@vrca.ca](mailto:marketing@vrca.ca) using the following file name convention:

**EXAMPLE:** *companyname-blog-ad-march-2019*

**Artwork is due seven (7) days prior to insertion day.**

## Questions?

Email [marketing@vrca.ca](mailto:marketing@vrca.ca) with any questions or inquiries.

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# Course Descriptions book advertising

VRCA introduced its Course Descriptions book in early 2019. This new digital publication replaces the printed course catalogue that was previously published twice a year. The Course Descriptions book contains a brief outline of VRCA's current educational and professional development offerings, including classroom and online courses. It is updated monthly to include the newest additions to VRCA's education lineup. Registration in VRCA courses is open to anyone.



## Education highlights October 2017 - September 2018



**622**

Course attendees



**60**

VRCA classroom courses (up 7%)



**706**

Online courses delivered (up 36%)



Many courses accredited for: Gold Seal, CPD, and AIBC points



**12/year**

Published the first day of each month

## Content Outline

The Course Descriptions book contains, an outline of current classroom offerings, description of online courses, details about professional development accreditation and instructor biographies.

## Technical Specifications

### Size:

- Full page: 7.5 x 10 inches (1 for the back cover, and in between the classroom and online sections)
- Half page: 7.5 x 5 inches
- Quarter page: 3.70 x 5 inches

File formats: pdf, .jpg, or .png

## Rates

(All advertising must be paid for prior to publication.)

Position	Member	Non-Member
Full page (max 2)	\$450	\$500
1/2 page (max 4)	\$250	\$300
1/4 page (max 8)	\$125	\$150

Advertising in the course description book is for a three-month insertion, starting the first of the month.

**Need help with design?** For only \$100 per ad, our in-house designer and writers can assist in getting your message out.

## Submission Guidelines and Deadlines

Submit your artwork by email to [marketing@vrca.ca](mailto:marketing@vrca.ca) using the following file name convention:

**EXAMPLE: *companyname-blog-ad-march-2019***

**Artwork is due seven (7) days prior to insertion day.**

## Questions?

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# Construction in Vancouver

Construction in Vancouver is published four times a year by Business in Vancouver Media Group in partnership with the Vancouver Regional Construction Association. This informative supplement to Business in Vancouver is a great way to promote your expertise to potential customers and the local construction industry.



**153,000**

Weekly readership



**90%**

Involved in purchasing process



**89%**

Have post secondary degrees

## Content Outline

VRCA members and their clients are highlighted in each edition along with stories of interest to those involved in construction projects across B.C.

## VRCA Members Special Advertising Rates 2019

Size	Dimensions	1 Issue	4 Issues
Full Page	9.8" w x 13.4" h	\$5,030	\$4,142
1/2 Page	9.8" w x 6.2" h	\$3,366	\$2,774
1/4 Page	4.8" w x 6.2" h	\$2,143	\$1,765
1/5 Page	5.8" w x 3" h	\$1,662	\$1,369
1/10 Page	3.8" w x 3" h	\$690	\$570

Prices include full colour

## Booking Deadlines

- March 26, 2019
- June 25, 2019
- September 24, 2019
- December 24, 2019

## Publication Dates

- April 9, 2019
- July 9, 2019
- October 9, 2019
- January 8, 2020

## Editorial Contribution

Please contact Meg Yamamoto, at 604-688-2398 or by email at [myamamoto@biv.com](mailto:myamamoto@biv.com)

## Advertising Sales

For more information on advertising in Construction in Vancouver, please contact Chris Wilson at 604-608-5140 or [cwilson@biv.com](mailto:cwilson@biv.com)

## Questions?

If you have questions or require additional information, please contact [marketing@vrca.ca](mailto:marketing@vrca.ca)





# Membership Directory

The VRCA Membership Directory is published once a year by Media Edge Communications, publishers of Construction Business Magazine, in partnership with the Vancouver Regional Construction Association.

  
**3,000**  
Reach

**Audience:** All VRCA members as well as developers, architects, engineers, city planners, construction procurement agencies, purchasers of construction services, municipal and provincial governments and key stakeholders in the B.C. construction industry.

  
**1/year**  
Published: January



## Content Outline

VRCA members and their clients are highlighted in each edition along with stories of interest to those involved in construction projects across B.C.

## VRCA Members Special Advertising Rates 2019

Size	Dimensions	Rate
Inside front cover	5.125" w x 8.25" h	\$2,525
Inside back cover	5.125" w x 8.25" h	\$2,525
Outside back cover	5.125" w x 8.25" h	\$2,525
Double-page spread	10.25" w x 8.25" h	\$3,250
Full page	4.5" w x 7.5" h	\$1,725
1/2 page	4.5" w x 3.75" h	\$1,165
1/3 page	4.5" w x 2.44" h	\$785

Prices include full colour

## Booking Deadlines

- December 7, 2018

## Publication Dates

- January 18, 2019

## Advertising Sales

For information on advertising in VRCA Membership Directory, please contact Dan Gnocato, publisher, Media Edge Communications at 604-549-4521 ext 223 or [dang@mediaedge.ca](mailto:dang@mediaedge.ca)

## Questions?

If you have questions or require additional information, please contact our Business Development Manager, Olivia Olczak-Day at [membership@vrca.ca](mailto:membership@vrca.ca)