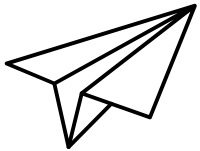


VRCA ADVERTISING GUIDE

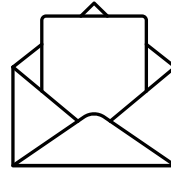
NEWSLETTER BANNER ADS

Emailed every Tuesday morning, The Connector provides readers with VRCA and industry news, updates on advocacy initiatives, educational offerings, upcoming events, exclusive savings opportunities.



6000+

Total Distribution



55%+

Average Open Rate

Content Outline

Advocacy & Industry News: Content focusing on the VRCA's latest advocacy efforts and industry news
Workforce Development: A calendar listing of upcoming courses with quick links to online registration
Networking Events: A calendar listing of upcoming events with quick links to online registration

Technical Specifications

Banner Ad Size: 600px wide x 150px high at 72 dpi

File Formats: JPG, GIF, or PNG

Banner #1	Member
1 week	\$198
4 weeks	\$725
8 weeks	\$1,365
12 weeks	\$1,925
Banner #2	
1 week	\$175
4 weeks	\$625
8 weeks	\$1,165
12 weeks	\$1,655
Banner #3 - 7	
1 week	\$145
4 weeks	\$515
8 weeks	\$975
12 weeks	\$1,375

Submission Guidelines

Submit your artwork by email to **dang@mediaedge.ca** seven (7) days prior to insertion day.

Sponsored Content

Exclusive Featured Sponsored Content
Positioning on: **VRCA – The CONNECTOR.**

Up to 40 word teaser, logo/or photo, URL to landing page containing sponsored content article.

We can provide a professionally written article (rate TBD) or you can supply the article with URL link. Article length – max 1000 words.

\$495 plus tax per time