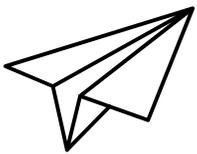


# VRCA ADVERTISING GUIDE 2026

## NEWSLETTER BANNER ADS

Introducing the **VRCA Connector** weekly lineup – broken down, streamlined, and built for the way construction companies want to get industry updates. Instead of one massive newsletter to dig through, this newsletter is framed into three focused mini editions, each tackling what matters most in the industry — including the latest news, advocacy initiatives, events, and workforce development opportunities.



**6000+**  
Total Distribution



**55%+**  
Average Open Rate

### Content Outline

**Tuesdays:** upcoming events and permits stats from PermitsCA

**Wednesdays:** workforce development courses and training opportunities

**Thursdays:** The Builders' Bench podcast episodes, industry resources, news, and featured bids from BidCentral

### Technical Specifications

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

\$198, plus tax per time

**File Formats:** JPG, GIF, or PNG

### 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 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