

Weekly E-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, and job postings.



5,361
Distribution



24%
Average
Open Rate



4%
Average click
through rate

Content Outline

News: Headlines focusing on the VRCA's latest activities and industry news

Education: A calendar listing of upcoming courses with quick links to online registration

Events: A calendar listing of upcoming events with quick links to online registration

Member Marketplace: Featured affinity partner and a link to showcase special savings for VRCA members

Construction Job Centre: A listing of the most recent job postings from constructionjobcentre.ca

Technical Specifications

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

File formats: JPG, GIF or PNG

Submission Guidelines

Submit your artwork by email to marketing@vrca.ca seven (7) days prior to insertion day.

Banner 1 (location: top)	Member	Non-Member	Bundle Savings
1 week	\$175	\$250	N/A
4 weeks	\$630	\$900	10%
8 weeks	\$1,190	\$1,500	15%
12 weeks	\$1,680	\$2,400	20%
Banner 2 (location: centre)	Member	Non-Member	Bundle Savings
1 week	\$150	\$225	N/A
4 weeks	\$540	\$810	10%
8 weeks	\$1,020	\$1,530	15%
12 weeks	\$1,440	\$2,160	20%
Banner 3 (location: bottom)	Member	Non-Member	Bundle Savings
1 week	\$125	\$200	N/A
4 weeks	\$450	\$720	10%
8 weeks	\$850	\$1,360	15%
12 weeks	\$1,200	\$1,920	20%