

Advertising Guide

September 2019

VRCA

Vancouver Regional Construction Association



Photo Credit: Ledcor Construction Limited - 569 Great Northern Way

VRCA membership statistics at a glance



780

Total Members
(and counting)



3,811

Attendees @
VRCA Events



8,991

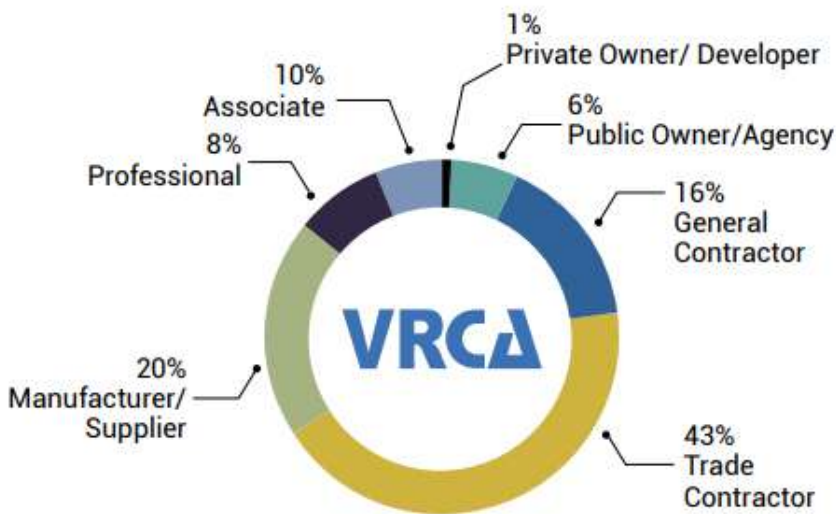
Social Media
Followers



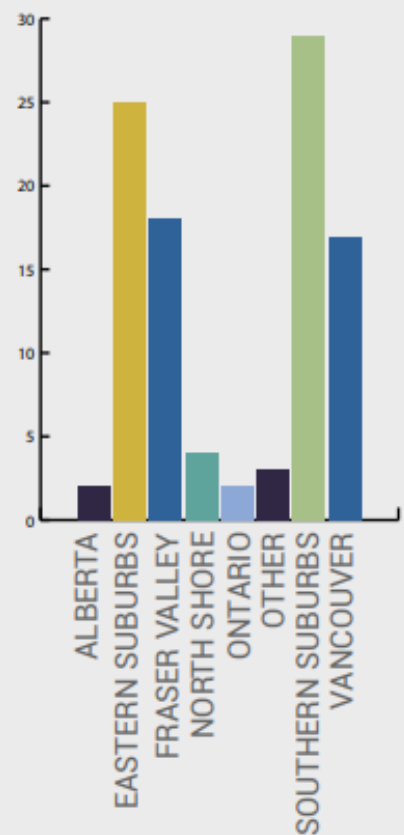
5,434

E-News
Subscribers

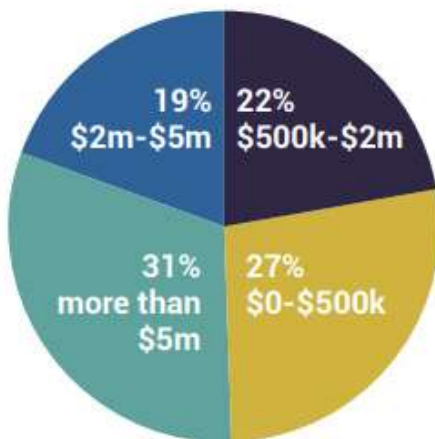
Membership by Type



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

Website Advertising

VRCA offers advertising opportunities in two locations on its website on the homepage:

- Sidebar
- Central Banners

Homepage



2,700

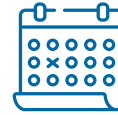
Reach
(unique views per/mth)

Audience

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

Positions Available

4 positions, a maximum of 3 ads are accepted per position for rotational views



Ongoing

VRCA
Website

Content Outline

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

Technical Specifications

Sidebar Ad Size: 350px wide x 250px high at 72 ppi

Banner Ad Size: 350px wide x 350px high at 72 ppi

File formats: .jpg, .gif or .png

Static images only, no animated GIFs or Flash files

Rates

Duration	Member	Non-Member	Savings
1 month	\$350	\$425	
3 months	\$945	\$1,148	10%
6 months	\$1,785	\$2,168	15%
12 months	\$3,360	\$4,080	20%

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

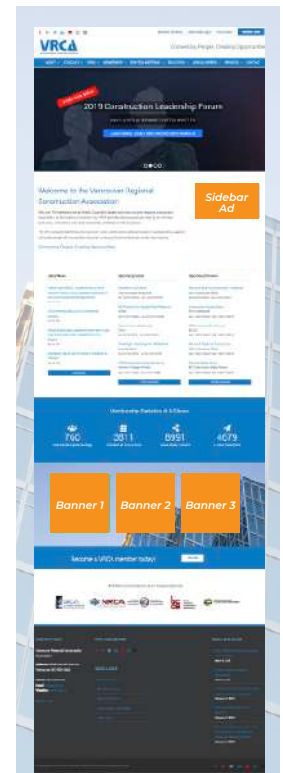
Submission Guidelines and Deadlines

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

Questions?

Email 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.



See Next Page

Website Advertising


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Member Directory | BidCentral Login | VRCA Store | [MEMBER LOGIN](#)

VRCA Vancouver Regional Construction Association **1929** 100th Anniversary

Connecting People, Creating Opportunities

ABOUT ▾ ADVOCACY ▾ NEWS ▾ MEMBERSHIP ▾ EVENTS & MEETINGS ▾ EDUCATION ▾ JOBS & CAREERS ▾ SERVICES ▾ CONTACT



PROJECT MANAGEMENT

Learn how to successfully manage a construction project! Participants will gain an understanding of the project processes and constraints encountered by project managers.

August 22-23 | 8:30am - 4:30pm

[REGISTER NOW](#)

Welcome to the Vancouver Regional Construction Association

With over 760 members, we are British Columbia's largest and most inclusive regional construction association. As the industry's business hub, VRCA provides the resources you need to be informed, productive, competitive and, most importantly, profitable over the long term.

The VRCA proudly represents the general and trade contractors, manufacturers and suppliers who operate as both union and open-shop employers in B.C.'s industrial, commercial, institutional and high-rise residential



[SIDEBAR AD LOCATION]

 760 Total Members (and counting)	 3811 Attendees at VRCA Events	 8991 Social Media Followers	 5434 E-News Subscribers
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[BANNER AD LOCATIONS]



Banner 1



Banner 2



Banner 3

Weekly e-newsletter banner ads

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



5,434

Distribution



22%

Average Open Rate



4%

Average Click through rate



20%

Average Clicks per unique open



1/week

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, .png, or .pdf

Static images only, no animated GIFs or Flash files

Rates

Banner 1	Member	Non-Member	Bundled Savings
1 week	\$175	\$250	
4 weeks	\$630	\$900	10%
8 weeks	\$1,190	\$1,500	15%
12 weeks	\$1,680	\$2,400	20%

Banner 2	Member	Non-Member	Bundled Savings
1 week	\$150	\$225	
4 weeks	\$540	\$810	10%
8 weeks	\$1,020	\$1,530	15%
12 weeks	\$1,440	\$2,160	20%

Banner 3	Member	Non-Member	Bundled Savings
1 week	\$125	\$200	
4 weeks	\$450	\$720	10%
8 weeks	\$850	\$1,360	15%
12 weeks	\$1,200	\$1,920	20%

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

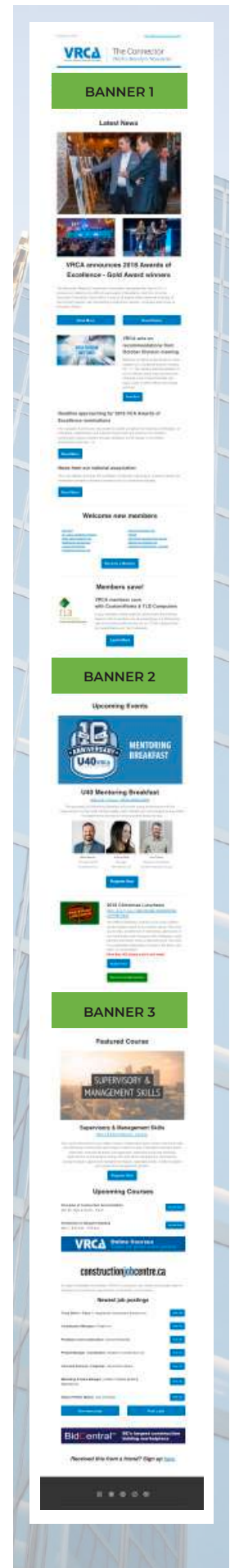
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Monthly Education Alert banner ads

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.



5,434

Distribution



21.11%

Average Open Rate



2%

Average Click through rate



8%

Average Clicks per unique open



1/month

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

Banner 1	Member	Non-Member	Bundled Savings
1 month	\$175	\$250	
3 months	\$473	\$675	10%
6 months	\$893	\$1,275	15%
12 months	\$1,680	\$2,400	20%

Banner 2	Member	Non-Member	Bundled Savings
1 month	\$150	\$225	
3 months	\$405	\$608	10%
6 months	\$765	\$1,148	15%
12 months	\$1,440	\$2,160	20%

Banner 3	Member	Non-Member	Bundled Savings
1 month	\$125	\$200	
3 months	\$338	\$540	10%
6 months	\$638	\$1,020	15%
12 months	\$1,200	\$1,920	20%

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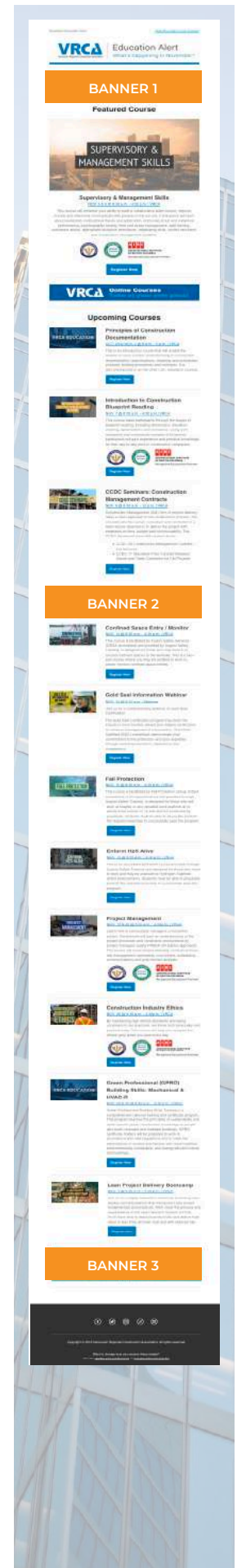
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Membership Directory

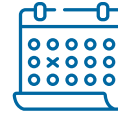
The VRCA Membership Directory is published once a year by Media Edge Communications, publishers of Construction Business Magazine. Invest in a full colour advertisement to stand out in the VRCA annual member directory.



3,000

Reach

Audience: All VRCA members that also includes: 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 2020

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

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Booking Deadlines

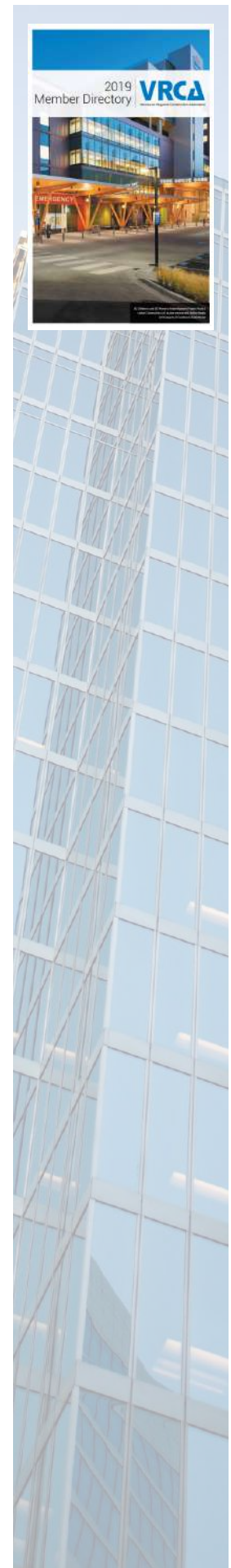
- November 15, 2019

Publication Dates

- January 17, 2020

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



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 2020

Size	Dimensions	1 Issue	4 Issues
Full Page	9.8" w x 13.4" h	\$5,181	\$4,267
1/2 Page	9.8" w x 6.2" h	\$3,467	\$2,857
1/4 Page	4.8" w x 6.2" h	\$2,208	\$1,818
1/5 Page	5.8" w x 3" h	\$1,712	\$1,410
1/10 Page	3.8" w x 3" h	\$711	\$587

Prices include full colour

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

Editorial Contribution

For editorial ideas or suggestions, please contact Meg Yamamoto, at 604-688-2398 or by email at 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

Booking Deadlines

- January 2, 2020
- April 2, 2020
- July 2, 2020
- October 1, 2020

Publication Dates

- January 13, 2020
- April 13, 2020
- July 13, 2020
- October 12, 2020

