

ADVERTISING GUIDE 2021



February 2021

VRCA

Vancouver Regional Construction Association

VRCA membership statistics at a glance



735

Total Members
(and counting)



3,368

Attendees at
VRCA events



12,000

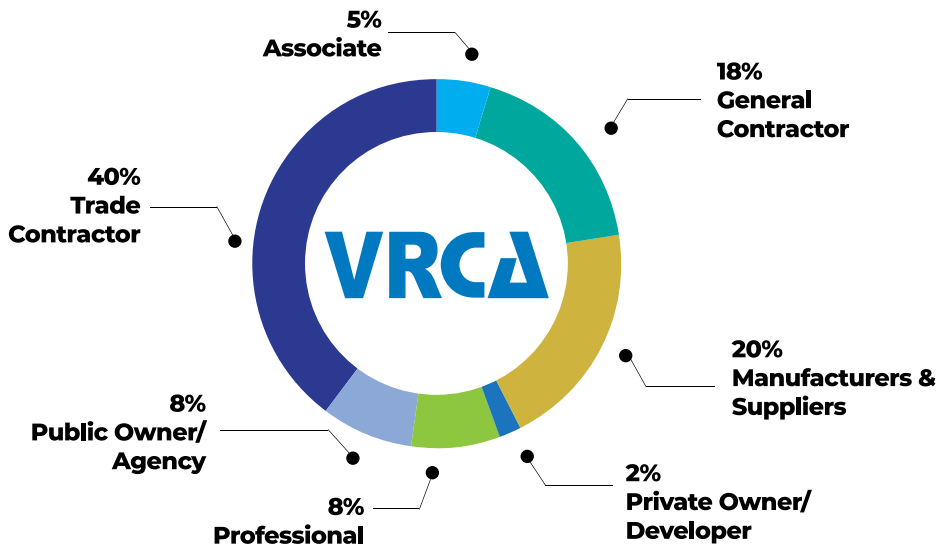
Social media
followers



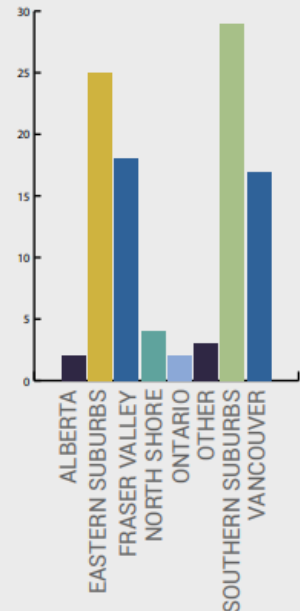
4,450

E-News
Subscribers

Membership by Type



Members by Region



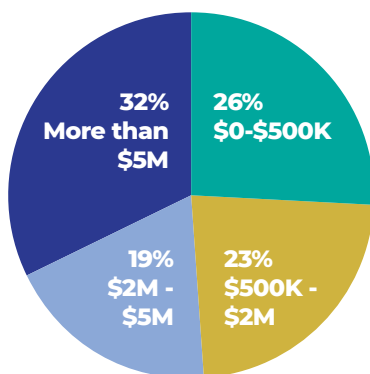
Eastern Suburbs includes: Burnaby, New Westminister, Coquitlam, Port Coquitlam, Port Moody

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

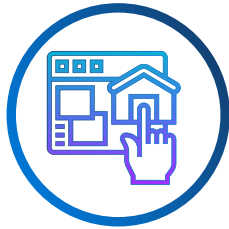
North Shore includes: North Vancouver, West Vancouver

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

Membership by Business Volume



Website Advertising



6,500
Monthly Unique
Page Views

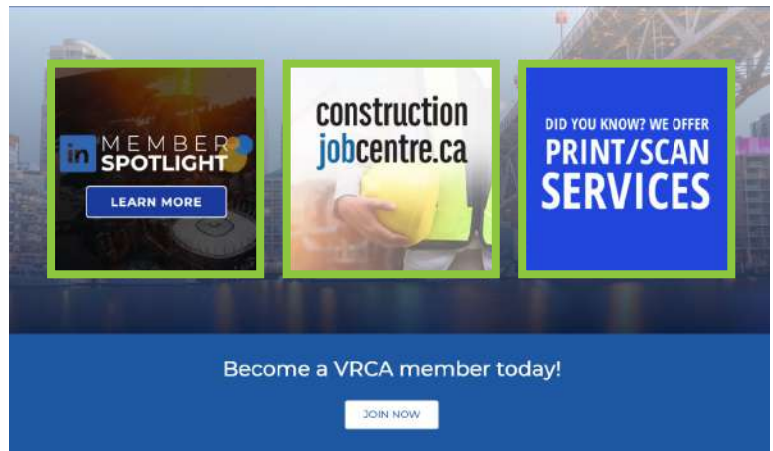
The VRCA homepage is the most-visited page on the website. VRCA offers advertising opportunities in two locations on its homepage:

- ✓ Sidebar
- ✓ Central Banners

[SIDE BAR AD, Maximum 3 ads on rotation]



[CENTRAL BANNER ADS, 3 spots available]



Content Outline

The association's homepage contains information and links about VRCA, its programs, events and services.

Duration	Member	Non-Member	Savings
1 month	\$350	\$425	N/A
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.

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

Submission Guidelines

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

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.



4,450
Distribution



29%
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%

Monthly Education Alert Banner Ads

VRCA's Education Alert – issued on the last 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.



4,450
Distribution



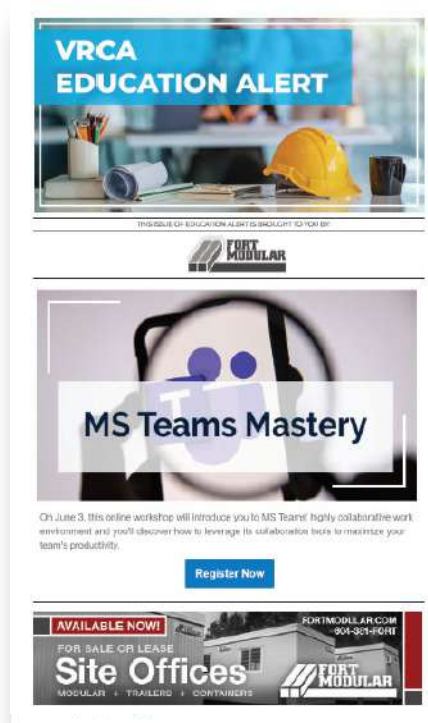
27%
Average
Open Rate



3%
Average click
through rate

Book your next ad in the an upcoming issue of Education Alert to receive prominent logo placement at the top of the dedicated email, and up to two (2) customized banner ads to be placed within the email to frame the content.

This opportunity is exclusive to **one advertiser per issue** - a great way to profile your business and strengthen your brand!



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

Technical Specifications

Logo Size: Maximum 350px wide
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.

LinkedIn Member Spotlight Program

Let us be part of your marketing team! Join VRCA's LinkedIn Member Spotlight program - a **complimentary service** available exclusively to VRCA members only.



Here's How It Works

A LinkedIn business page provides an excellent opportunity for companies to promote their products and services, share interesting and important news, recruit top talent, and stay connected within the industry.

Any company can create a LinkedIn business page at no cost – all you need is your company name and an email address to get started!

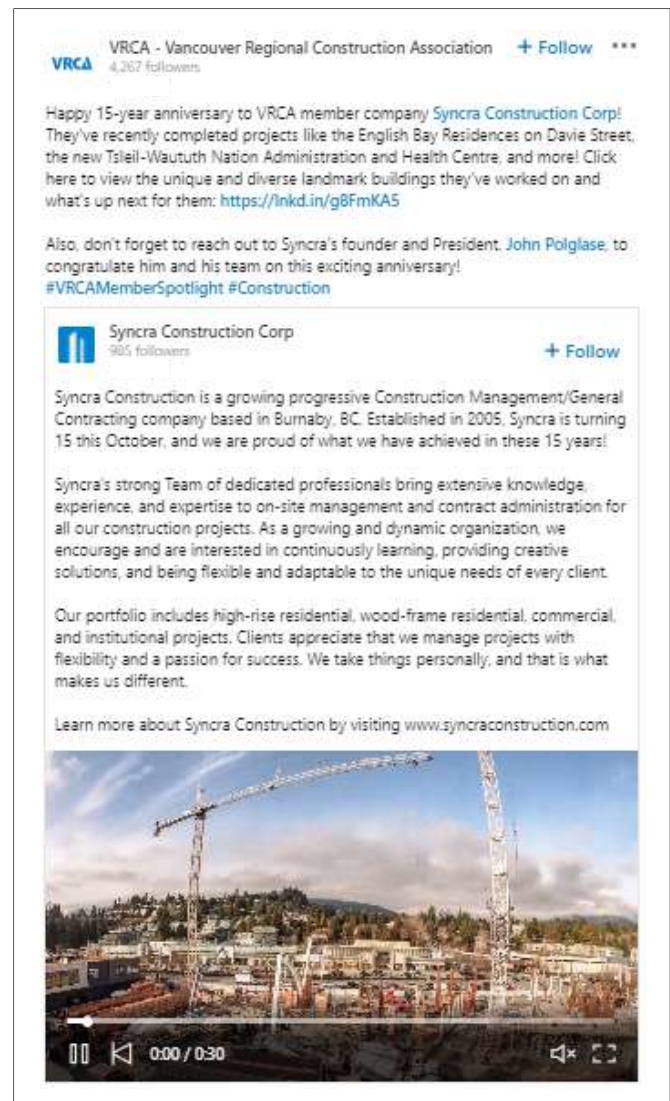
If you require assistance creating your LinkedIn business page, VRCA is available to walk you through the process.

Once you create your business page, or if you already have a business page, VRCA will re-share your dedicated LinkedIn Member Spotlight post to its **4,000+ followers!**

With VRCA's support, your news will be seen and potentially re-shared organically by over 4,000 businesses and individuals in the construction community!

What are you waiting for? Email VRCA's Marketing Team today to get started!

marketing@vrca.ca



Member Marketplace



VRCA

**MEMBER
MARKETPLACE**

VRCA's Member Marketplace is a digital space that provides VRCA member companies and non-member companies with an opportunity to promote their products, services and savings programs, connect with new customers and drive bottom line results.

Types of Affinity Partners

Business-to-Business (B2B) affinity partners, who are exclusively VRCA member companies that offer products and services that meet the needs of corporate customers rather than individual consumers. The B2B affinity partner will have the opportunity to offer its products and services to VRCA member companies at a preferred price.

Business-to-Consumer (B2C) affinity partners, who are VRCA member companies and non-member companies that offer products and services that meet the needs of individual consumers rather than corporate customers. The B2C affinity partner will have the opportunity to offer its products and services to the employees of VRCA member companies at a preferred price.

How do I Join?

Complete the Member Marketplace **application form** and email it to **Lina Ma, Manager, Marketing & Communications** – lina@vrca.ca – who will call you to discuss the details.

You'll sign a simple contract that will capture the terms and conditions of the offer, including the roles and responsibilities of the parties and we'll work together to ensure a successful B2B or B2C affinity program launch!

What are you waiting for? Member Marketplace is a **complimentary program**, so let's get started!

Benefits of Joining

A VRCA member company that becomes a B2B or B2C affinity partner will receive:

- A complimentary, customized landing page on vrca.ca
- A promotional launch e-mail to VRCA's members that showcases the partner's product(s), service(s) and savings program
- A banner advertisement in the weekly Connector e-newsletter that will rotate on a regular basis with those of other B2B or B2C affinity partners
- A minimum of five social media posts (within six months from the date of becoming a B2B or B2C partner) to promote its product, service and savings program on various platforms
- An opportunity to sponsor and attend all member-exclusive and other VRCA events

A non-member B2C affinity partner will receive:

- A complimentary, customized landing page on vrca.ca
- The opportunity to purchase a banner advertisement in the weekly Connector e-newsletter at a discounted rate
- A minimum of three social media posts (within six months from the date of becoming a B2C partner) to promote its product(s), service(s) and savings program on various platforms
- An opportunity to sponsor and attend VRCA events, except for those events that are exclusive to VRCA members.