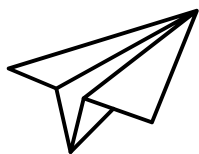


# VRCA ADVERTISING GUIDE

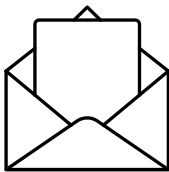
## WEEKLY NEWSLETTER BANNER ADS

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.



**6000+**

Total Distribution



**33%**

Average Open Rate



**2.0%**

Click 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 72ppi
- File Formats:** JPG, GIF, or PNG

### Submission Guidelines

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

Banner 1 (location: top)	Member	Non-Member	Bundle Savings
1 week	\$193	\$275	N/A
4 weeks	\$693	\$990	10%
8 weeks	\$1,309	\$1,650	15%
12 weeks	\$1,848	\$2,640	20%
Banner 1 (location: top)	Member	Non-Member	Bundle Savings
1 week	\$165	\$248	N/A
4 weeks	\$594	\$891	10%
8 weeks	\$1,122	\$1,683	15%
12 weeks	\$1,584	\$2,376	20%
Banner 1 (location: top)	Member	Non-Member	Bundle Savings
1 week	\$138	\$220	N/A
4 weeks	\$495	\$792	10%
8 weeks	\$935	\$1,496	15%
12 weeks	\$1,320	\$2,112	20%

# HIGHLIGHTS

October 2022 - September 2023



## Membership

**135**

Companies  
joined VRCA



**2.5%**

From 2022

**795**

Total  
members

605 Integrated members

## Education

**1178**

Total course attendees



**10%**

From 2022

**452**

Virtual sessions



**64%**

From 2022

**69**

In-person courses



**Hot Topics:** Construction  
Law, Contracts & Drawings,  
Project Management

## Corporate Social Responsibility



Lower Mainland  
Christmas Bureau  
*it's all about the kids*



LUNG  
CANCER  
CANADA

CANCER  
PULMONAIRE  
CANADA



**KidStart**

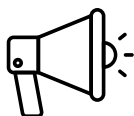
Mentoring for  
children and youth

## Online Exposure



**19,629**

Social media followers



**6083**

E-Newsletter  
subscribers



**50%**

From 2022

## BidCentral

**4562**

Projects posted on  
BidCentral

Includes



**1967**

Projects in the Lower  
Mainland

## Plan Room

**4187**

Sets of blueprints  
printed



**14%**

From 2022

## Networking Events

**38**

Networking  
events

**5217**

Total event  
attendees



**43%**

From 2022



**17,652**

Stat decs witnessed