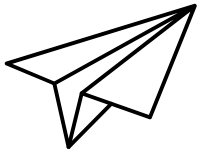


VRCA ADVERTISING GUIDE

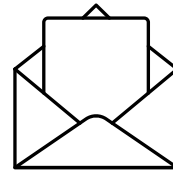
NEWSLETTER BANNER ADS

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



6000+

Total Distribution



45%

Average Open 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 72 dpi

File Formats: JPG, GIF, or PNG

Submission Guidelines

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

Banner #1 - 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 #2 - Middle	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 #3 - Bottom	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%