

Weekly e-newsletter banner ads

Our weekly e-newsletter – The Connector – provides members with VRCA and industry news, updates on advocacy initiatives, upcoming events, educational offerings, exclusive savings opportunities and job postings. Emailed every Tuesday morning, The Connector is designed for quick reading on mobile devices and provides convenient links to online information and event/course registration.

Advertising in The Connector is an easy and affordable way to promote your products and services to the decision makers you need to reach! Advertisements can be booked week to week, with no long-term contract required.



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 or .png

Static images only, no animated GIFs or Flash files

Rates

(All advertising must be paid for prior to publication.)

Position	Member	Non-Member
Banner 1	\$175	\$225
Banner 2	\$150	\$200
Banner 3	\$125	\$175

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 using the following file name convention:

EXAMPLE: *companyname-connector-oct-02-2018*

Artwork is due 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.

