

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. The Education Alert is designed for quick reading on mobile devices and provides convenient links to course registration.

Advertising in the Education Alert 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



21.11%

Average Open Rate



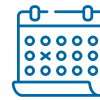
2%

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

(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-edalert-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.

