



BC Chamber  
of Commerce



# 2023 MEDIA KIT AND ADVERTISING GUIDE

Prices and ad sizes are accurate as of August 1, 2023

# Leverage **our** reach to connect with **your** target audience

The BC Chamber of Commerce is the largest business association in British Columbia, representing 100 chambers of commerce and boards of trade and 36,000 businesses of every size, and from every sector and economic region of the province.

**Let us help you leverage *our* reach to connect with *your* target audience through our various communication channels.**



**9,700+**  
FOLLOWERS



**3,400+**  
FOLLOWERS



**4,000+**  
FOLLOWERS



**1,000+**  
FOLLOWERS



**2,450+**  
SUBSCRIBERS




**8,700+**  
VISITORS/MONTH


# Monthly e-newsletter


Our **Insight** monthly e-newsletter is carefully curated to be topical, of interest to a multi-faceted provincial audience and user-friendly. Typically, it provides updates on our advocacy initiatives and/or program activities, including our Member Advantage Program, summarizes upcoming meetings and events, shines a spotlight on the important work of our Pillar Partners, and highlights interesting business news articles and key government announcements.

Published on the last Thursday of every month and reaching subscribers from the public, private and not-for-profit sectors, **Insight** is designed to be a quick read and provides useful links for those who need more.


**2,450+**  
 SUBSCRIBERS


**43%**  
 OPEN RATE


**6%**  
 CLICK THROUGH RATE


**1**  
 PER MONTH (THURSDAYS)

## TECHNICAL SPECIFICATIONS & REQUIREMENTS

- Size: 700px (wide) x 200px (high)
- File formats: JPEG, PNG and PDF
- Artwork is due by 12.00pm on the Thursday of the week prior to the publication date. Failure to meet the deadline may result in the ad not running. In this situation, reimbursement will not be issued.

## INVESTMENT

BANNER LOCATION	MEMBER	NON-MEMBER
Top	\$400	\$800
Middle	\$300	\$600
Bottom	\$200	\$400

**Book a 3-month campaign and receive a 10% discount!**

Graphic design services available at \$150/ad.

## Ready to book or have questions?

Please contact [communications@bcchamber.org](mailto:communications@bcchamber.org)

The BC Chamber of Commerce reserves the right to edit advertising copy or refuse any advertising material it deems inappropriate or is in competition with its own activities.

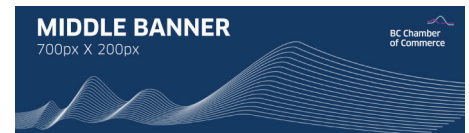


**BC Chamber of Commerce Releases 2023-2024 Policies & Positions Manual**

The BC Chamber of Commerce released its 2023-2024 Policies & Positions Manual that contains 61 policies adopted by members at the 71st AGM and Conference in Whistler last month. The policies cover a broad spectrum of provincial and federal issues critical to the success of B.C.'s business community.

Local Chambers of Commerce and Boards of Trade are attuned to the issues that are important to their communities. This year's manual includes new policies that address taxation, Indigenous reconciliation, housing, public safety, infrastructure, and workforce issues.

[DOWNLOAD NOW](#)



[Canadian Chamber of Commerce Newsletter](#)  
 Chamber This Week | July 25, 2023

### INSIGHTS



**Inflation Drops, Bank of Canada Holds Firm on Rate Hikes**



**BCBusiness Reveals 2023 30 Under 30 Winners**



**Drought Triggers New Restrictions on B.C.'s Oil and Gas Sector**



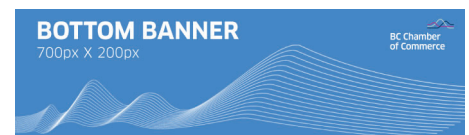
**Financial Burden of Cybercrime Remains High Even as Awareness Grows**

### GOVERNMENT ANNOUNCEMENTS

Wednesday, July 26, 2023 | Ministry of Jobs, Economic Development and Innovation  
[New funding will help businesses with vandalism costs](#)

Monday, July 17, 2023 | Ministry of Jobs, Economic Development and Innovation  
[New strategy to support B.C. businesses, protect ideas](#)

Tuesday, July 4, 2023 | Ministry of Jobs, Economic Development and Innovation  
[More project opportunities will support resilient communities](#)

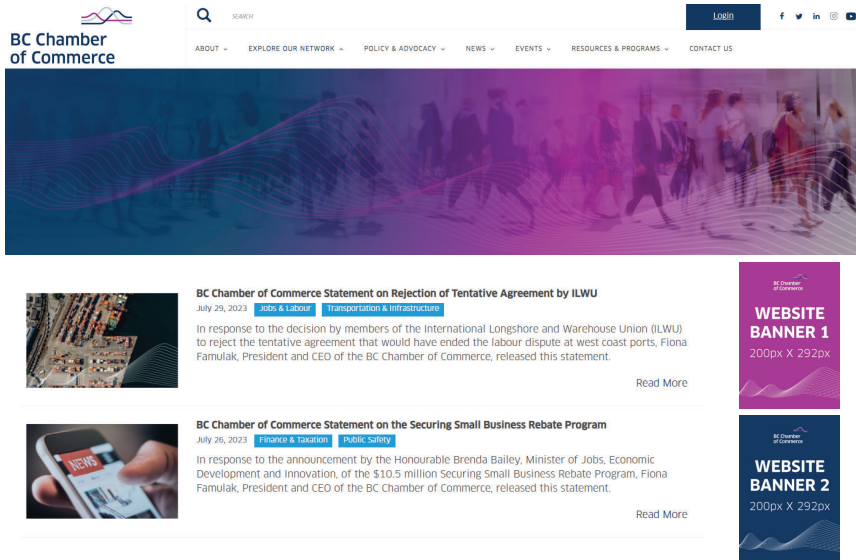


### THANK YOU TO OUR PILLAR PARTNERS



# Website Advertising

Visited by over 8,700 users a month, our website - **bcchamber.org** - is the go-to place for news and resources. It's also the place where members go to connect with other members in the Chamber Network or Corporate member-only online communities. Let us help you enhance your online presence by advising best placement of your ad in one of several premium locations.




**8,700+**  
VISITORS/MONTH

### PREMIUM LOCATIONS

- Membership
- Find a Chamber
- Corporate Directory
- Latest News
- Insight Newsletter
- Events

*Please note there is a maximum of two (2) ads displayed on each premium web page.*

*Placement is based on availability.*

## INVESTMENT

DURATION OF THE AD	MEMBER	NON-MEMBER
1 Month	\$400	N/A
3 Months	\$1,080	N/A
6 Months	\$2,040	N/A

Graphic design services available at \$150/ad.

## TECHNICAL SPECIFICATIONS & REQUIREMENTS

- Size (desktop view): 200px (wide) x 292px (high)
- Size (mobile view): 768px (wide) x 320px (high)
- File formats: JPEG and PNG
- URL must be provided with artwork submission
- Artwork is interchangeable on a multi-month campaign

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## Let's Connect!

Whether you're looking to grow your organization's online presence, reach an untapped provincial audience or simply want to align your brand with businesses that care about business issues and our collective success, we can help.

To learn more about the advertising opportunities offered by the BC Chamber of Commerce, or to book a complimentary consultation to discuss your campaign, contact us at [communications@bcchamber.org](mailto:communications@bcchamber.org) today!