



When parents discover something great they are excited to share, and they're thrilled when others share in their excitement. **BC Parent** wants to learn about these places, people and providers in BC and help spread that excitement. Throughout November, we will be collecting our readers opinions on an extensive range of family resources.

We know your customers love you and we know you want to share that love. We've created a few options to help your customers get you nominated for, and voted as a 2020 Family Favourite!

Based on a 4-week Period

| | Basic | Standard | Premier* |
|--|--------------|--------------|--------------|
| Inclusion in email reminders and alerts | | | ✓ |
| Digital Group Sponsor Ad | | | ✓ |
| Digital Category Sponsor Ad | | ✓ | ✓ |
| 300 x 250 pixel digital ad on ballot's right hand rail | ✓ | ✓ | ✓ |
| YOUR INVESTMENT | \$150 | \$225 | \$400 |

**Premier package is limited to seven sponsors (one per category)*

Important Dates

Nomination Period: November 1–30*

Voting Period: January 1–31

Winner Announcements:

Online: Late February. **In print:** March 1st in the Family Resource Guide

**The top 5 nominees will go on to the voting round and the top 3 businesses will be awarded Gold, Silver, or Bronze status. Family Favourites will be published in our annual Family Resource Guide and highlighted online throughout the year.*

Family Favourite Categories

Family Fun

Date Night
Providers
Indoor
Playzones
Playcafes
Outdoor
Attractions
Museums and
Points of
Interest
Amusement
Parks and
Waterparks
Family Events
Restaurant for
All
Performers

Birthday Parties

Party People
Party Places
Party Supplies

Home/Retail

Baby and
Children's
Items

Children's

Clothing
Children's
Shoes
Children's
Haircare
Crafts and
Books
Family
Photographers
RESP Experts
Toys and Gifts

Education

Independent
Schools
Tutoring
Preschool

Classes and Programs

Dance
Music
Performing
Arts
Visual Arts
Specialty
Sports

Summer Camps

Residential/
Overnight
Special Needs
General
Dance, Music,
Performing
Arts, Visual
Arts
Specialty
Sports

Family Health

Counselling
Pediatric
Dentist
Orthodontist
Optometrist
Registered
Psychologist
Sleep
Consultant
Holistic Health
Practitioner

Sample Ballot



CONGRATULATIONS! You've made it to the voting round of the BC Parent Family Favourites. Your customers and fans have shared with us how much they love you and now it's time to get an award for all your hard work.

During the month of January, readers, fans, and supporters can vote for your business. The top 3 businesses will be awarded Gold, Silver, or Bronze status and will be announced late-February online, and in the Family Resource Guide special feature.

BC Parent will also actively promote your business throughout the year on our social media channels.

Put your brand in the spotlight. Be included on the ballot!

Rates based on a 31-day period. Live from Jan. 8 – Feb. 8.

| | Listing | Basic | Standard | Premier* |
|---|---------|-------|----------|----------|
| Digital Group Sponsor Ad | | | | ✓ |
| Digital Category Sponsor Ad | | | ✓ | ✓ |
| 300 x 250 digital on ballot's right rail | | ✓ | | ✓ |
| Enhanced listing with 40-word description and image | ✓ | ✓ | ✓ | ✓ |
| Your Investment | \$100 | \$150 | \$250 | \$500 |

*Premier package is limited to seven sponsors (one per group)

Important Dates

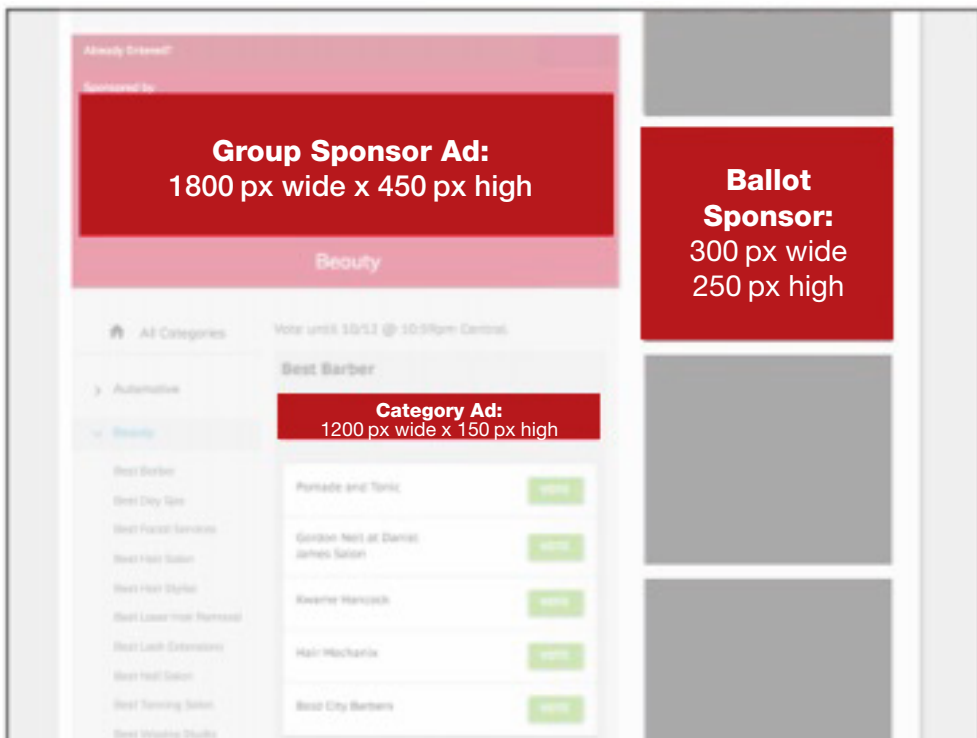
Voting Period: Jan. 8–Feb. 8

Winner Announcements:

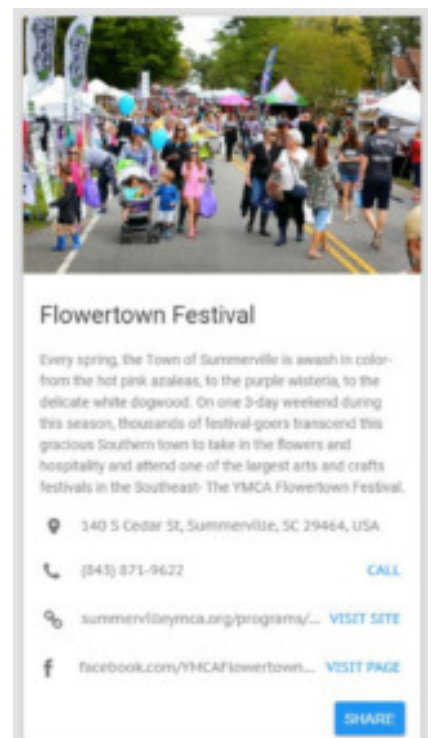
Online: Late February.

In print: March 1st in the Family Resource Guide

Sample Ballot



Sample Extended listing





YOU DID IT! Your company made it through the Top 5 to secure a Gold, Silver, or Bronze position. Your fans have shown how much they love you and voted for you to put you in the top 3.

Your business name, phone number, and website will now be included in our Family Favourites feature online and in the annual printed Family Resource Guide.

The *Family Resource Guide* is out from March 4th, 2020 to February 28th, 2021 and is distributed through our normal channels and at all the events we partner with. This is a great location to tell your fans and our readers how much you appreciate them by including a print ad to say Thank You!

As a Family Favourites winner we would like to offer you our lowest rate for any print ad. All print advertisers also get an extended listing which includes a 40–60 word description.

Space and Material Deadlines

Book by: February 14th

Material due by: February 20th

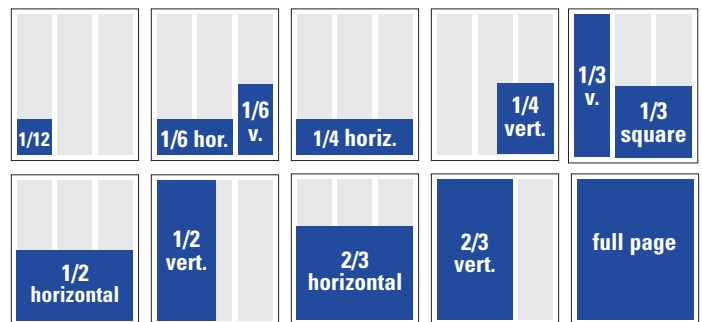
Ad Rates

Applicable to Family Favourite winners only:

| No. of insertions: | 4x |
|--------------------|------|
| Back cover | 2750 |
| Inside cover | 2300 |
| Full page | 1725 |
| 2/3 page | 1310 |
| 1/2 page | 880 |
| 1/3 page | 660 |
| 1/4 page | 540 |
| 1/6 page | 355 |
| 1/12 page | 240 |

Production Services: We offer full design services. The design rate is \$55 per hour. **Technical Specs:** Available upon request.

Ad Sizes



| | Width | Height |
|----------------------|---------------|--------------|
| 1/12 Page Square | 2.333" (14p) | 2.25" (13p6) |
| 1/6 Page Horizontal | 4.833" (29p) | 2.25" (13p6) |
| 1/6 Page Vertical | 2.333" (14p) | 4.667" (28p) |
| 1/4 Page Horizontal | 7.333" (44p) | 2.25" (13p6) |
| 1/4 Page Vertical | 3.583" (21p6) | 4.667" (28p) |
| 1/3 Page Vertical | 2.333" (14p) | 9.5" (57p) |
| 1/3 Page Square | 4.833" (29p) | 4.667" (28p) |
| Half Page Horizontal | 7.333" (44p) | 4.667" (28p) |
| Half Page Vertical | 3.583" (21p6) | 9.5" (57p) |
| 2/3 Page Horizontal | 7.333" (44p) | 6.333" (38p) |
| 2/3 Page Vertical | 4.833" (29p) | 9.5" (57p) |
| Full Page | 7.333" (44p) | 9.5" (57p) |

