



New Digital Advertising Opportunities

In its 30th year of publication, parents and caregivers have come to rely on BC Parent for relevant, up-to-date information they can trust. Going beyond recipes and crafts (although we have included our favourites in the past), BC Parent Magazine gives parents the information they want on healthcare, education, birthing, the arts, community events, and so much more. From pregnancy through teens, BC Parent provides up-to-date, in-depth articles and information for all families.

We want to extend our reach even more and provide useful information to our readers by offering it online and at their fingertips. As an advertiser, you can connect with our readers through our Newsletter, Digital Directory, Social Media, or Website Ads.

E-Newsletter Opportunities

Our newsletters are sent bi-weekly and reach approx 9,000 engaged readers. The average open-rate is between 30% and 40%, and approximately 10% of advertiser links are clicked on. We offer four ways to be included in our newsletter.

Dedicated Newsletter	Containing exclusive content about your business	\$700
Newsletter Item	A custom written article on the website also included in the newsletter and shared through social media.	\$500
Newsletter Billboard Ad	An ad included at the bottom of the email: 600 px wide by 100 px high	\$200
Newsletter Footer Ad	An ad included in the footer next to the social media links: 280 px wide by 138 px high	\$100

Continued...

E-Newsletter Sample

The sample shows the BC Parent logo at the top, followed by a brief description of the newsletter's reach. Below are three featured articles, each with a small image, a title, a reading time, a short excerpt, and a 'Read More' button. The first article is 'Please Don't Worry So Much About Me', the second is '10 Home Learning Success Tips for Parents and Caregivers', and the third is 'Important! File your 2019 taxes or risk losing your CCB'. At the bottom, there is a large red banner for 'Billboard Ad Space' and a footer area with social media icons and a 'Footer Ad Space' label.

Online Advertising

Through our various platforms, BC Parent reaches over 19,000 readers. These readers are 89% female, 51% 35-44 yrs old, and predominantly located in the Lower Mainland, with further concentrations on Vancouver Island and in the Okanagan. BCparent.ca and our social media accounts are great ways to reach these readers and build relationships through engagement.

Sponsored Blog Post	A custom written article on the website also shared through social media	\$400
Social Media Post	1 post shared on Twitter, Facebook, and Instagram	\$100
Contest	All contests will be promoted in a customized blog post and promoted a minimum of 4 times on social media	\$500
Website Ad Tall	Right rail, 300 px wide by 600 px high	\$300 per month
Website Ad Medium	Right rail, 300 px wide by 250 px high	\$200 per month
Facebook LIVE	Host a 20 minute LIVE on BC Parent's Facebook page.	\$250

The screenshot shows the BC Parent website interface. At the top is the logo and navigation menu. Below is a featured article titled "12 sanity survival tips for family time at home" with a photo of a family. To the right of the article is a large red rectangular placeholder labeled "Website Ad Medium".

Digital Directory

The Digital Directory is an online resource for our readers to search and find camps, activities, classes, schools, services, and other key contacts.

We have two listing options available:

Extended Listing	<ul style="list-style-type: none"> • 12-month directory listing • Five image uploads • One video upload • Contact details, service description, and social media links • Content can be updated on a seasonal basis ie. summer, fall, winter, and spring. 	\$200 per year
Basic Listing	12-month directory listing, logo/ image, contact details, and social media links	\$50 per year

Extended Listing Sample:

The screenshot shows an extended listing for "The Princeton Review" on the BC Parent website. It includes the site's logo, navigation, a featured image of a woman, and detailed information about the company, including its location and services. The listing is presented in a clean, professional layout.

Basic Listing Sample:

The screenshot shows a basic listing for "Place des Arts" on the BC Parent website. It features a promotional banner for "Summer art camps" with a "View Website" button and a "View Listing" button. The listing includes the name of the organization and a "View Listing" button.

Using Online Articles written by Local Experts to Connect Families with Services

People are spending a lot of their time at home, using their devices more, and looking towards online communities to stay connected. When COVID-19 hit us this year, our world became more digital than before. *BC Parent Magazine* has been an invaluable resource for families in BC in both print and digital forms for 30 years. We remain a go-to resource guide for families because we continue to provide our readers with relevant, timely, and important fact-based content from credible experts.

Our advertisers and sponsors are experts in their field, working with and supporting families throughout BC. We would like to provide you with an opportunity to be included in our content, reach our community, and position yourself as a relevant expert.



HOW? BC Parent has regular upcoming content where we can feature your business. Articles about specialist subjects are being written by experts that share useful tips or seasonal activities with our readers. Here are a few examples of past articles:

Pelvic Floor Health: the low-down
By Nic Enright-Morin

How to find a pelvic floor physiotherapist

If going to see a pelvic floor specialist is something you think you could benefit from, check out the physios below to get you started or go to the BC Physiotherapy Association of BC for more info. Most physio offices are also happy to take your calls and answer any questions and concerns that you make have.

Physiotherapists

Dayan Physiotherapy and Pelvic Floor Clinic
909-750 West Broadway
Vancouver, 604-739-3133
Dayanphysio.com

At Dayan Physiotherapy, we provide excellent care with respect, knowledge and skill in all aspects of what we do. Fully equipped with imaging ultrasound and EMG to provide excellence in diagnosis and treatment. And, we are baby friendly!

- Pelvic Floor Health: The Low-Down
- All Children Can Grow Up Cavity-Free With Good Dental Care
- Fall Activities Now Available

All advertisers that take part will have their company name, contact details (including a do-follow link), and a forty-word description included in the article as shown in the example at left.

The articles will be shared online and through our social media channels to reach over 19,000 engaged readers. All advertisers will be tagged in each social media post. The cost to be included is \$200.

Online Expert-Article Listing:

Reach:
19,000+ engaged readers

Investment:
\$200

Contact us to find out more: info@bcparent.ca



BC Parent Advertising Agreement

Between: BC Parent Publishing Corp. (hereinafter referred to as the "Publisher")

And: "Advertiser" (Legal Name): _____

Contact Name: _____

Address: _____

City: _____ Postal Code: _____

Telephone: _____ Fax: _____

Email: _____

2. Advertising Choices

- Spring Digital Issue (Mar 22, 2021) _____
- Family Resource Guide (May 1, 2021) _____
- Fall/ Education (Oct 22, 2021) _____
- Extended Directory Listing \$200
- Basic Listing 12 months \$50
- Article Inclusion \$200
- Dedicated Newsletter \$500
- Newsletter Item \$400
- Newsletter Billboard Ad \$200
- Newsletter Footer Ad \$100
- Sponsored Blog Post \$200
- Social Media Post \$50
- Contest \$300
- Website Ad Tall \$300/month
- Website Ad Medium \$200/month
- Facebook Live \$100

3. Date to begin: _____

4. Advertiser to supply print ready creative: Yes No

Design services can be supplied at the rate of \$55/hour. Design elements must be provided by advertiser in high resolution.

5. Rate for advertising space: _____

First ad deadline is: _____

Amount paid: \$ _____ Balance Due: \$ _____

Date: _____

Advertiser's Name: _____

Authorized Signature: _____

Publisher's Representative's Signature: _____

Please email signed agreement to info@bcparent.ca

Terms & Conditions

- First-time advertisers must prepay for ad. Accounts are fully due when rendered, on date of issuance of Publications.
- 2% interest charged on overdue accounts of 30 days or more.
- Publisher not required to provide a proof of ad when creative for ad received after deadline.
- If advertiser does not approve proof before copy deadline, publisher will run ad as per proof sent to advertiser.
- If ad materials are not received by deadline, publisher reserves the right to run a pick-up from most recent previous issue.
- The maximum liability of the publisher in the event of any error or omission is limited to the ad rate space for that issue. A credit will be given in the next available issue for that portion of the ad in which the error has occurred. Credit will not be given for small typographical errors or omissions that do not decrease the value of the ad.
- Advertiser must notify publisher in writing within 10 days of publication for any claims for errors or omissions.
- Advertiser is liable for the content of the ad and is responsible for any claims made against publisher as a result of said advertisement.
- Cancellation must be made 30 days prior to publishing date.
- Failure to fulfill contract terms for multiple insertions will result in additional charges equal to the discount allowed.



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