

INVESTⁱⁿBC

RATE CARD 2024



OVER 33,000 COPIES WILL BE
DISTRIBUTED IN SEPTEMBER 2024
TO POTENTIAL CLIENTS WHO MAY
SOON BE SETTING UP SHOP IN
YOUR BUSINESS COMMUNITY

- ▷ Distributed to 30,000 *BCBusiness* readers throughout British Columbia who are educated and influential business leaders, investors, decision makers and driven young professionals.
- ▷ All BCEDA members in B.C.
- ▷ Over 100 site selectors offices in the US and Canada.
- ▷ B.C. trade offices and Canadian consulates/embassies & high commissions in the United States and South Korea.
- ▷ Department of Foreign Affairs and International Trade offices.
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- ▷ Offices of the Mayor of Vancouver and Mayor of Surrey.
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- ▷ Attendees to trade shows where BCEDA or LinxBC is an exhibitor.
- ▷ Biggest real estate brokers.
- ▷ BC cities, townships and district offices.



The official publication of the

B.C. ECONOMIC DEVELOPMENT ASSOCIATION

B.C.'s leading professional association of economic development practitioners

The *Invest in BC* Magazine helps business owners and managers make informed decisions by profiling each of B.C.'s eight economic regions. Informed articles highlight living conditions and current business trends along with informative graphs depicting economic data. *Invest in BC* magazine provides an opportunity to present your products and services to firms entering British Columbia's market or expanding to other regions who are looking for new suppliers and partners.

Official Publication of the



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BCBUSINESS

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Advertising Packages

BCEDA MEMBER RATES

- Full Page** \$6,750, includes 50,000 digital ad impressions on BCBusiness.ca
- ½ Page** \$4,400, includes 25,000 digital ad impressions on BCBusiness.ca
- 1/4 Page** \$2,250, includes 15,000 digital ad impressions on BCBusiness.ca

PREMIUM POSITIONS

- Outside Back Cover**
\$7,560, includes 50,000 digital ad impressions on BCBusiness.ca
- Inside Front Cover or Inside Back Cover**
\$7,000, includes 50,000 digital ad impressions on BCBusiness.ca

CONTACT BCEDA for an all-inclusive package that includes 2024 BC Economic Summit Sponsorship

BCEDA MEMBER CITIES/TOWNS/REGIONS/DISTRICTS AND MUNICIPALITIES

Receive **BONUS** advertorial matching the purchased ad space which will be written and/or edited by *BCBusiness*. Your advertorial will also be placed on BCBusiness.ca within the *Invest in BC* special section.

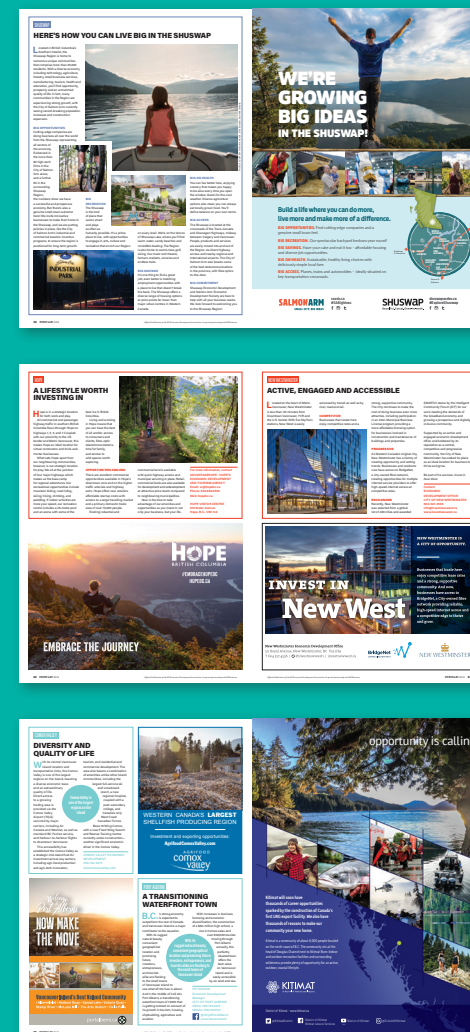
Non-Members - Add 10% to the above packages

SCHEDULE

Release Date: August 30, 2024

BOOKING DEADLINE: JULY 22, 2024

Ad Creative: August 2, 2024



FOR MORE INFORMATION, CONTACT:

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