

PABC Website Advertising Digital Specs and Rates 2020



PHYSIOTHERAPY
ASSOCIATION OF
BRITISH COLUMBIA

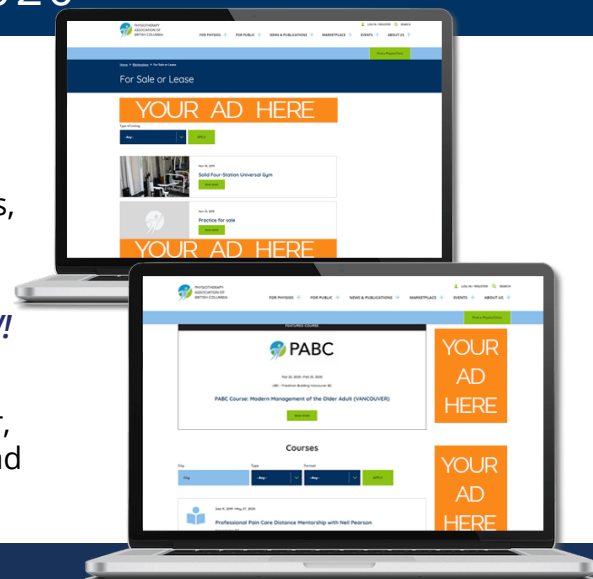
Reach BC's Public Digital Community

PABC's website is visited by 10,000+ unique visitors monthly. We offer non-members information about practitioners, news, articles, jobs, and more. The website also serves as a PABC member portal including exclusive professional resources.

Get your business/products/services in front of our audience NOW!

www.bcphysio.org

Choose from a selection of highly trafficked pages offering banner, footer and sidebar options. See package details to optimize your ad reach.



Website Pages and Rates

Webpage	Ad Type	Ad Duration	Cost	Considerations
Marketplace landing page	Middle section featured advert	6 months	\$1800	Is not available to be purchased for two consecutive durations.
Jobs landing page	Banner or footer	6 months	\$1800	Is not available to be purchased for two consecutive durations. Can purchase for next 6 months on Courses or For sale/lease landing page – *See Package 1.
Jobs landing page	Sidebar 2 spots available	3 months	\$450	Is not available to be purchased for two consecutive durations. Can purchase for next 3 months on Courses or For sale/lease landing page – *See Package 2.
Courses landing page	Banner or footer	6 months	\$1800	Is not available to be purchased for two consecutive durations. Can purchase for next 6 months on Job or For sale/lease landing page – *See Package 1.
Courses landing page	Sidebar 2 spots available	3 months	\$450	Is not available to be purchased for two consecutive durations. Can purchase for next 3 months on Job or For sale/lease landing page – *See Package 2.
For Sale or Lease landing page	Banner or footer	6 months	\$1800	Is not available to be purchased for two consecutive durations. Can purchase for next 6 months on Jobs or Courses landing page – *See Package 1.
For Sale or Lease landing page	Sidebar 2 spots available	3 months	\$450	Is not available to be purchased for two consecutive durations. Can purchase for next 6 months on Jobs or Courses landing page – *See Package 2.
News and Publications landing page	Banner or footer	6 months	\$1000	* Available for a 12 month period – See package 3.
Events landing page	Banner	6 months	\$1000	* Available for a 12 month period – See package 3.
About Us landing page	Footer	6 months	\$450	* Available for a 12 month period – See package 3.

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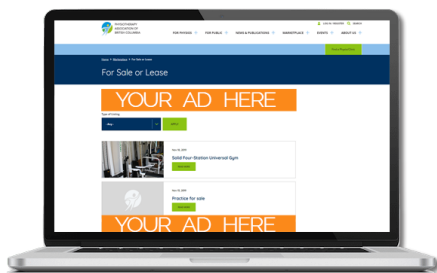


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Package Options

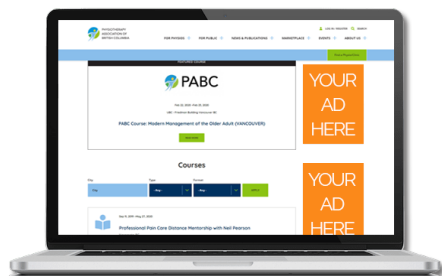
*Package 1	*Package 2	*Package 3
2 landing page banner or footers 12 months \$3000 (discount \$600) *not same page eg. Jobs + Courses/For Sale or Lease + Jobs etc.	4 consecutive sidebar ads 12 months \$1300 (discount \$500) * eg. Jobs + Courses + For Sale or Lease /Jobs	2 banner or footer on News and Publications + Events 12 months \$1200 (discount \$350/800)

Banner + Footer Placement and Specs



728px by 90px
CMYK or RGB
150dpi
Format: JPEG, PDF or PNG

Sidebar Placement and Specs



270px by 360px
CMYK or RGB
150dpi
Format: JPEG, PDF or PNG

Advertising on PABC website

- Advert spaces subject to availability.
- Space can be booked for 2021/22 with a 50% deposit.
- All adverts need to be approved by PABC marketing ensuring the products/offering are in line with PABC services, supports the physiotherapy profession, offers value to the public or PABC members.
- Advert space is booked once adverts have been approved and payment has been received.
- All adverts need to be supplied within 14 business days prior to start date. Adverts run according to calendar year. Adverts will be published on closest work day to date of duration.
- Adverts will be supplied to PABC in full color.
- PABC offers design services by in house creative department for adverts at an additional cost of \$200 per advert. All content to be provided to PABC and 2 design reviews will be considered.
- All adverts are same price to members or non-members.

Website advertising is not considered the same as **Featured Ads for Job/For Sale/Courses or **Featured Postings** for Job/For Sale/Courses. Please ensure the content is not duplicated.*

Email operations@bcphysio.org for enquiries and bookings.
T. 1-604-736-5130 TF. 1-888-330-3999