



Media Kit 2023



PHYSIOTHERAPY
ASSOCIATION OF
BRITISH COLUMBIA

About Us

PABC has been serving its 2,800+ members for over 75 years.

The Physiotherapy Association of BC (PABC) is a registered non-profit organization. Founded in 1927 as a Branch of Canadian Physiotherapy Association, PABC was incorporated in 1945 and is governed by physiotherapy members who are elected to the Board of Directors.

As the voice of our members, PABC ensures members have access to practice support, professional development, and advocacy avenues to provide opportunities for people in BC to receive quality care that keeps them moving for life. PABC represents our members to government, health authorities, insurers, other stakeholders, and the public .



Contents

Pg. 2 | Get Noticed by Our Audiences

Pg. 3 | How to Reach Our Audiences

Pg. 4 | Postings' Pages & Email

Pg. 5 | Job Postings Page

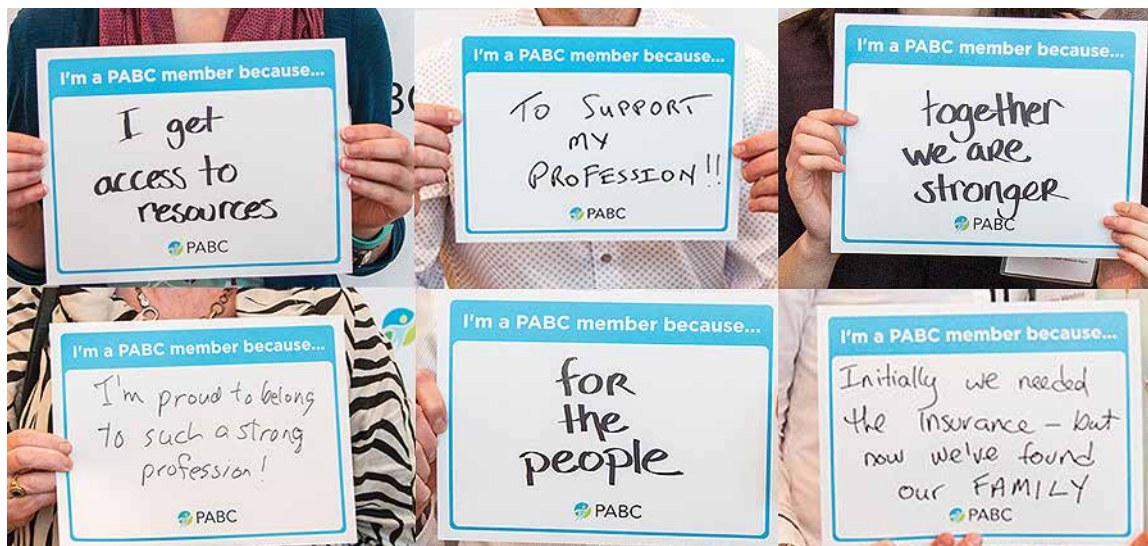
Pg. 6 | Social Media Packages

Pg. 7 | Website Advertising

Pg. 9 | Directions Magazine

Pg. 11 | Sponsorship & Other Opportunities

Pg. 13 | Why Partner with PABC?



Get Noticed by Our Audiences

Who Is Following PABC and Where?



PABC Website
www.bcphysio.org

*Statistics taken from January 2021 to November 2021.

109 740+
New Users

405 710+
Unique Pageviews

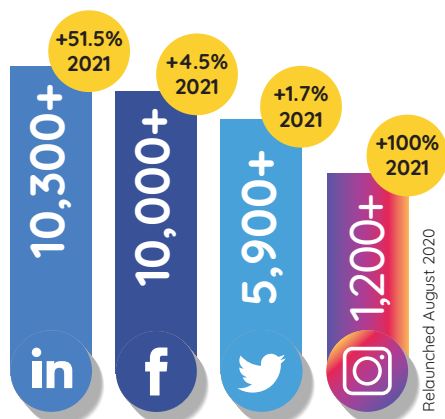
61% 39%
Female Male

25 - 34
Key age ranges

We offer non-member information about practising physiotherapists, news, articles, jobs, and more. The website also serves as a PABC member portal including exclusive professional resources.



PABC Social Media



Did you know?

Physiotherapists hold a Master's Degree!



Our Members

2800+

PABC boasts an engaged membership of 2800+ physiotherapists (PTs), physiotherapy assistants (PTAs) and physiotherapy students (MPTs) across British Columbia.



Physiotherapists are licensed healthcare professionals who work both independently and alongside healthcare providers. With a patient-centred approach, physiotherapists use evidence-informed knowledge of rehabilitation sciences, anatomy, kinesiology, and physiology to assess, treat and manage pain, injuries, movement dysfunctions, and chronic conditions. The goal of physiotherapy is to empower, promote independence and improve the quality of life for all British Columbians.

How to Reach Our Audiences

PABC Advertising Opportunities and Channels

Members, vendors, suppliers, and sponsors can purchase advertising space on any one or more of the available channels reaching engaged audiences. New opportunities for ad placements open up regularly. Packages can be tailored to suit your advertising needs and budget.

Emails & Postings

PABC has dedicated monthly emails reaching an engaged member audience.

Members, vendors, suppliers and sponsors can purchase advertising space in one, more, or all emails, including special events.

PABC boasts an above average email open rate of 50.1% and link click through of 12.5%.



Digital

Postings Pages Online Advertising

Get your message noticed by PABC's 100 000+ annual website visitors.

Choose from a wide array of advertising options: Promoted Job Posts, Featured Ads, Sidebar, Header, and Footer placements on the most visited pages with consistently high traffic.

Get your job listings, events, educational courses, and products noticed by our audience. PABC boasts an average of 12, 500 monthly page views.



Digital

Social Media

Gain exclusive access to our social media audiences by choosing to feature your Job Posting as our monthly Featured Ad.

PABC's social network reach grows substantially every year, with members and non-members alike choosing PABC as their trusted source for physiotherapy related content. Expand your reach by leveraging ours!



Digital

Directions Magazine

Directions Magazine is an esteemed publication created by PABC for its members and their communities.

Be a part of the magic of storytelling and pursue one of many engaging advertising opportunities that will put your organization on the main stage.



Digital & Print

Sponsorship & Special Projects

As a dynamic and nimble organization, PABC regularly takes on exciting projects that pique members' interests. Be a part of these initiatives by pursuing multimedia advertising offerings.

Member Benefits Program
Be a part of our member benefits program and get your brand and services used by top physiotherapists and clinics across BC.



Digital & Print

Postings' Pages & Emails

Standard Website Postings - [book online](#)

Do you have a job opening, product or course you want to advertise? At a low cost you can add a posting to our Jobs, Courses, or Marketplace pages. Additionally, your posting can be featured in our monthly e-blasts that get sent directly to our members - see extra rates below.

PABC takes a needs-based approach to website advertising and will work with you to meet your advertising needs. Contact info@bcphysio.org to receive a curated advertising package to ensure your marketing goals are achieved.

Posting Type	Duration	Member Rate	Non-Member Rate
Job posting	4 weeks	5 free per membership year (Oct. - Sept.)	\$200
Marketplace posting	4 weeks	5 free per membership year (Oct. - Sept.)	\$200
Privately hosted course	0-6 months	\$150	\$300
Privately hosted course	0-12 months	\$300	\$600
E-blast*	1 e-blast	\$75	\$150

*Email newsletters that PABC sends to its membership.

Featured Ads for Postings - [contact info@bcphysio.org](mailto:info@bcphysio.org) to book

Posting Type	Duration	Member Rate	Non-Member Rate
Featured ad in e-blast	1 e-blast	\$250 for 1 \$400 for 2	\$350 per ad
Featured ad on website	1 month	\$300 for 1 \$500 for 2	\$500 per ad



What is a featured ad?

A featured ad links to your original posting and helps drive traffic to your posting. There are three types of Featured Ads.

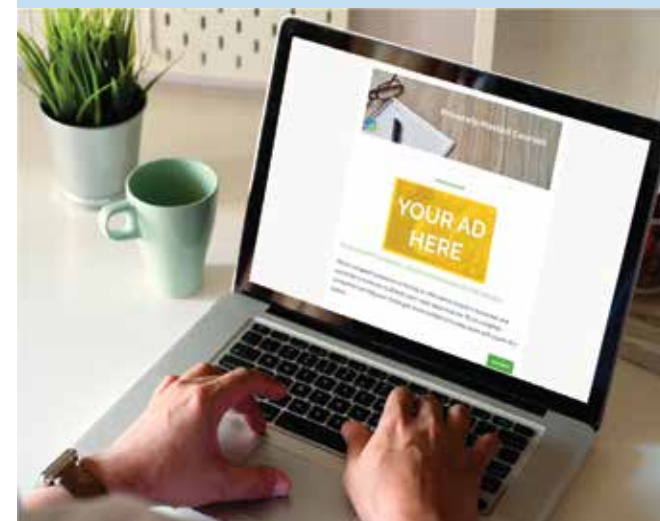
1. Featured Ad in an e-blast

The ad appears in the header or footer of the e-blast, is titled "Featured Ad", includes an image/a logo and a description of max. 25 words.

2. Featured Ad on the website

The ad appears at the top of the relevant postings page on the website and includes an image or a logo. This is available on the Jobs, Marketplace and Courses pages. The ad is created using information from your existing posting, so there is no need to provide artwork.

See page 6 for featured ads on social media.



Website Advertising

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

PABC's website is visited by 10,000+ unique visitors monthly. Choose from a selection of highly-visited pages with proven and consistent records of high traffic. We offer banner, footer, and sidebar options on these pages. Due to high demand for these pages, ads are placed on a first-come-first-serve basis.

Webpage	Ad Location	Ad Duration	Rate
Job Postings/ Course Postings/ Marketplace Postings	Banner	3 months 6 months	Contact info@bcphysio.org
Job Postings/ Course Postings/ Marketplace Postings	Footer	3 months 6 months	Contact info@bcphysio.org
Job Postings/ Course Postings/ Marketplace Postings	Sidebar *placement rotated monthly	3 month 6 months	Contact info@bcphysio.org
News and Publications	Banner	3 months 6 months	Contact info@bcphysio.org
UBC Corner	Banner	3 months 6 months	Contact info@bcphysio.org
Events Pages	Banner	3 months	Contact info@bcphysio.org

Contact info@bcphysio.org to secure your ideal advertising spot on the PABC website.



Banner Ad Location



Sidebar Ad Locations



Website Advertising

Design Specs & Considerations

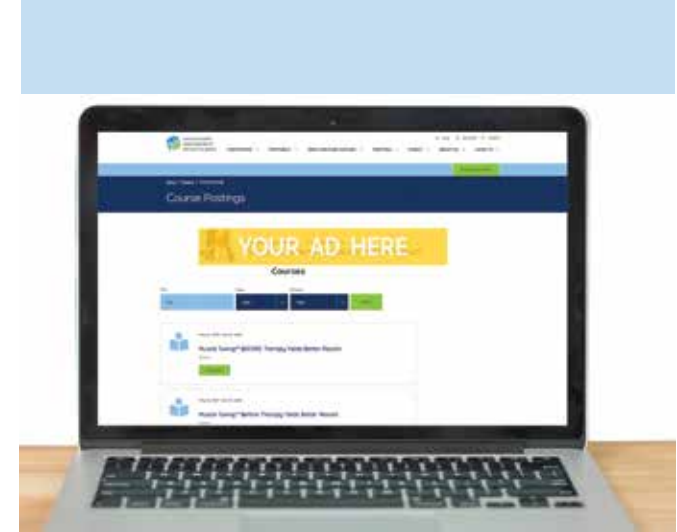
- Ad spaces subject to availability.
- All ads need to be approved by PABC marketing ensuring the products/offerings are in line with PABC services, supports the physiotherapy profession, offers value to the public or PABC members.
- Ad space is booked once payment has been received.
- All ads need to be supplied within 14 business days prior to start date. Ads will be published on closest business day until end of duration.
- Ads will be supplied to PABC in high quality, full colour JPEG, PDF or PNG format.

Inhouse Design Options

PABC offers design services by our diversely talented in-house creative department. From graphic design to copy editing we can help you create the perfect advert to get noticed by the PABC audiences. Use our team's expertise and consumer knowledge to elevate your advertising opportunities.

Only \$300!

All content to be provided to PABC and 2 design reviews will be considered per static design for banner or sidebar ad.



Banner & Footer Ad Design Specs

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



Sidebar Ad Design Specs

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

Job Postings Page

Job Posting Packages – [contact info@bcphysio.org](mailto:info@bcphysio.org) to book

Get extra discounts by purchasing a job posting package.

Posting Type	Duration	Member Rate	Non-Member Rate
10 job postings	1-year package*	contact info@bcphysio.org	\$1,000

*All posts in the 1-year package are valid for 4 weeks.

Promoted Ads for Job Postings – [contact info@bcphysio.org](mailto:info@bcphysio.org) to book

Do you want to advertise a job posting and ensure that it is featured on the top of our Job Postings page? Did you advertise your job posting a little while ago and it has since moved down the list on the Job Postings page?

Submitted job postings are approved on a rolling basis and often times, individual job postings may only receive one day or less of coverage on the front page. Promoted Job Postings can fix that problem! You can purchase a Promoted Ad for your job postings either during your initial checkout or after the first week your job posting was published.

Promoted Job Postings will be the top 5 posts on the first page and updated on the Monday of each scheduled week.

Posting Type	Duration	Member Rate	Non-Member Rate
Job posting	1 week	\$50	\$100

Did you know?



With over 40,000 pageviews yearly, PABC's Job Posting Page is the second most visited page on our website.



What is a promoted ad?

Promoted Ads help to push your job posting to the top of the list. Promoted Ads enable you to ensure that your posting is being seen by people looking for a new position.

Promoted job postings run for one week, with a maximum of 5 being purchasable per week. Purchasing Promoted Ads for your job posting enables you to be strategic with how you advertise with PABC.

Disclaimer

- The promoted job posting will be listed on the Job Postings page in order of the purchase date.
- All promoted job postings are displayed with the disclaimer 'Promoted'.
- Purchased promoted ads are rotated Monday to Monday. If an ad is purchased on Friday afternoon and/or during the weekend, PABC will process it the following Monday at the latest.

Social Media Packages

Our Social Media Packages will give you exclusive access to PABC's social audiences. Drive visitors to your job posting from social media by purchasing a package below.

Packages & Rates - [contact info@bcphysio.org](mailto:info@bcphysio.org) to book

Webpage	Posting Platform	Duration	Followers	Rate
Featured Ad - Job Posting	Facebook	1x per month	10,000+	Contact info@bcphysio.org
Featured Ad - Job Posting	LinkedIn	1x per month	10,000+	Contact info@bcphysio.org
Featured Ad - Job Posting	Twitter	1x per month	6,000	Contact info@bcphysio.org
Featured Ad - Job Posting	Instagram	1x per month	1,250	Contact info@bcphysio.org
Combination of 2	Choose two	1x per month	/	Contact info@bcphysio.org
Combination of 3	Choose three	1x per month	/	Contact info@bcphysio.org
Full Social Package	All Social Platforms	1x per month	/	Contact info@bcphysio.org

What is a featured ad on social media?

Featured ads appear on the social media platforms as purchased and include an image/a logo. The ad will be shared on the selected social media platform on the first of the month with a link to your original job posting on the website.

Disclaimer

- PABC is required to notify its audience of any paid post. To address this, each paid post will have the #ad within the description and a banner at the bottom of the image highlighting that it is a paid post.
- PABC will have final approval on imagery and wording.



Dimensions & Considerations



- File type: JPG or PNG
- Dimensions: 1200 x 628 pixels
- Resolution: 144 ppi
- Description: max. 50 characters



- File type: JPG or PNG
- Dimensions: 1080 x 1080 pixels
- Resolution: 144 ppi
- Description: max. 125 characters



- File type: JPG or PNG
- Dimensions: 1200 x 627 pixels
- Resolution: 144 ppi
- Description: max. 100 characters



- File type: JPG or PNG
- Dimensions: 1200 x 675 pixels
- Resolution: 144 ppi
- Description: max. 280 characters

Instagram Story

- File type: JPG or PNG
- Dimensions: 1920 x 1080 pixels
- Resolution: 144 ppi

Pinned Posts

Get your featured ad pinned to the top of our social media pages!*

Contact info@bcphysio.org for more details.

Directions Magazine

Directions Magazine is an esteemed publication composed by PABC, for its members and their communities. This magazine is brimming with emerging physiotherapy news, exciting advocacy work, new membership updates, and plentiful resources to help members better serve their patients, support their teams, and advance their clinics. Be a part of the magic of storytelling and pursue one of the many engaging advertising opportunities that will put your organization on the main stage!

Directions in Print

A classic print format enables the members to showcase their community magazine in their clinics, office spaces or at home.



Directions Online

Directions is also uploaded to the website. Each issue is available to view in an interactive digital format to make it easily accessible on the go. Every issue remains on our website for members to read and share digitally over and over again.



Magazine	Size	Early Bird Rates	Regular Rate
Inside Front Cover	8.625" x 11"		
Inside Back Cover	8.625" x 11"		
Outside Back Cover	8.625" x 11"	Please contact info@bcphysio.org .	
Full Page	8.625" x 11"		
1/2 page (horizontal)	8.625" x 4.25"		
1/4 page (horizontal)	8.625" x 4.25"		
Insert (bulk pieces)	Variable		

Submission Dates:

June 2022 Issue

- Early bird rate deadline: April 30
- Regular rate deadline: May 15

December 2022 Issue

- Early bird rate deadline: October 30
- Regular rate deadline: November 15

Directions Magazine

Design Specs & Considerations

- Full page ads must be submitted with full bleed:
Bleed: 8.5 x 10.875"
Trim: 8.375 x 10.75"
Safe zone: 7.5 x 10"
*hint - keep text well within the safe zone parameters.
- Half page ads:
7.735 x 4.875"
No bleed or trim required.
- All ads are in full colour.
- Submit in print quality PDF format ONLY without print marks.
- Convert spot colours to CMYK.
- Embed fonts.
- Ensure image quality is minimum 300 dpi.
- Quarter page ads:
7.735 x 2.5"
No bleed or trim required.

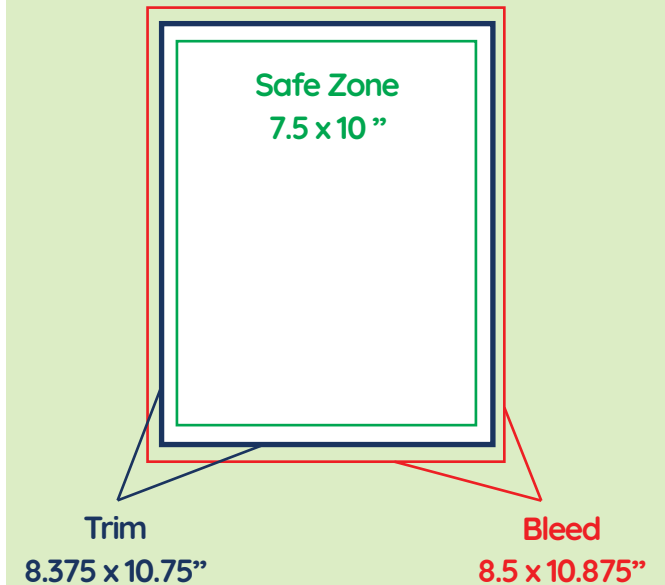
In-house Copy & Ads

Leave the storytelling to us!

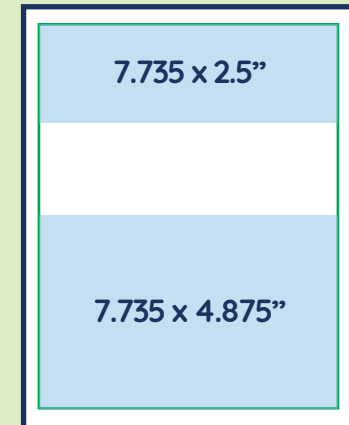
Our professional team of creatives will thoughtfully craft your brand's story to strategically engage our specific readership. Our in-house communications specialist has years of experience crafting compelling stories. Our team will do all the heavy lifting as you work directly with us in sourcing interviewees, quotes, testimonials, photos, and other essential ingredients that go into making and baking the savour-every-last-word kind of story.



Full Page Ad Specs with Bleed



Quarter Page Ad



Half Page Ad

*Placement of half and quarter page ads may vary according to articles and space available.

Sponsorship & Other Opportunities

PABC hosts numerous courses, webinars, in-person and virtual events, and more...

PABC's Physiotherapy Conference

This exciting annual conference for the physiotherapy community in BC is presented in partnership by PABC, The College of Physical Therapists of BC (CPTBC), and the UBC Department of Physical Therapy. This engaging and highly anticipated event provides physiotherapists, physiotherapy students, and physiotherapist assistants with the chance to take part in innovative professional development, the discovery of the latest products and services, and access to networking and community building with colleagues and leaders from across the province.

PABC offers various sponsorship and advertising opportunities for both in-person and virtual events associated with the BC Physiotherapy Conference:

- Opening ceremony and keynote address
- PABC AGM
- Education sessions
- Gala dinner and awards ceremony
- Tradeshow with exhibitors
- Post conference educational courses
- Agenda and program (virtual and print options)



Sponsorship & Other Opportunities

PABC hosts numerous courses, webinars, in-person and virtual events, and more...

PABC Hosted Courses & Educational Webinars

Does your brand support professional development?

Get your brand front and centre by sponsoring any one or more of PABC's educational courses, webinars and webinar series. Our attendees are engaged and focused. Recordings are also housed on our website with exclusive permanent access for all members.

Sponsorship package includes:

- A thank you and your logo included in the follow-up email to participants
- A 30-second video presentation at the beginning of presentation (provided by sponsor) OR PABC Moderator to read a brief sponsorship promo (provided by sponsor)
- Banner ad on webinar page once published to website library



Member Benefits Program

Want to be in our carefully curated community of member benefits partners?

PABC prides itself on offering members exclusive and competitive benefits; everything from discounts on internet and phone services to savings on fitness studios and clothing retailers, these valuable offers support our members in their profession and personal life. Offers are only available to our members and are hidden behind a member portal.

Is this the right fit for your organization?
Reach out to us at info@bcphysio.org today.

Other special projects include educational/informational material for PABC members and the public. Contact info@bcphysio.org to get involved in our special projects.

Why Partner with PABC?

PABC offers intimate access to BC's buzzing community of physiotherapy professionals.

We've spent decades advocating for this diverse group of healthcare workers and understand their unique needs. We are well-versed in positioning relevant services and products to our community of members and the public. We owe it to our members to introduce them to organizations that will make their lives easier.

Our professional team of creatives will support you every step of the way in making your dream advertising objectives a reality. You can leave the storytelling and engaging imagery to our editorial team and have complete trust in the process as we use the most up-to-date website analytics to thoughtfully dictate each creative decision.

- In-house design services
- Ad services
- Tailored packages to suit your advertising needs
- Direct consumer knowledge



Contact Our Team

Reach out to us to learn more about how we can support you in reaching BC's physiotherapy community.



info@bcphysio.org



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PHYSIOTHERAPY
ASSOCIATION OF
BRITISH COLUMBIA