



# **2018 ADVERTISING OPPORTUNITIES**

**AJAX-PICKERING BOARD OF TRADE**

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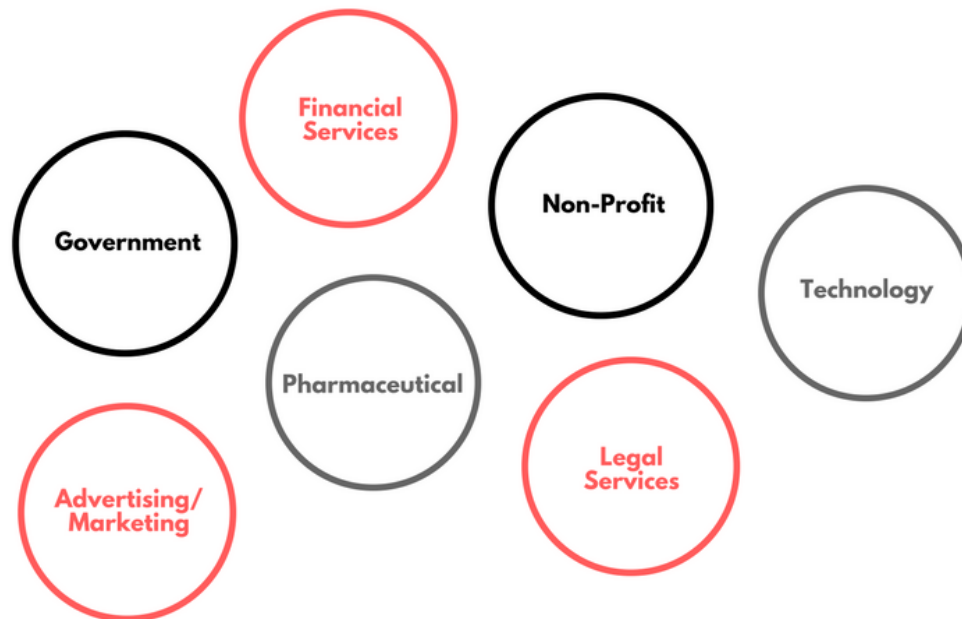
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# ADVERTISING WITH APBOT

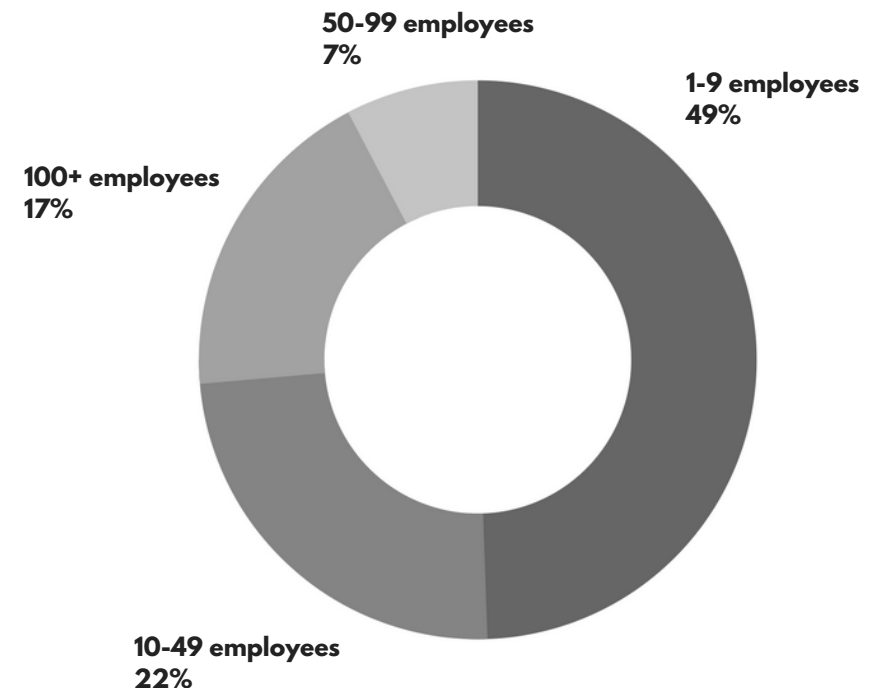
## YOUR BEST ADVERTISING INVESTMENT YET

The Ajax-Pickering Board of Trade (APBOT) represents a diverse array of business sectors ranging from small to large organizations. As the voice of business in the Ajax and Pickering community, APBOT thrives to support our members in any and every way we can. By choosing to advertise with us, you are promoting your business to a network of more than 700 members and other local area non-member businesses as well. From traditional print to web advertising, the Board of Trade has a wide variety of opportunities to meet your budget and ensure maximum recognition and value.

## REPRESENTING A DIVERSE ARRAY OF BUSINESS SECTORS



## MEMBERSHIP BY COMPANY SIZE



# 2018/19 BUSINESS DIRECTORY

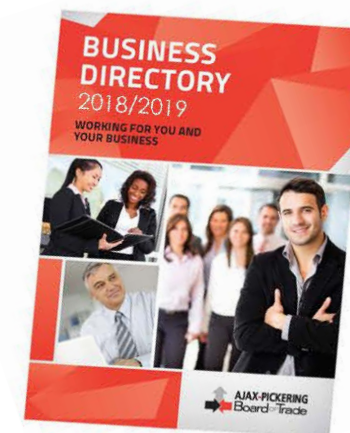


Our award-winning annual business directory is scheduled to be mailed out in September 2018 by addressed mail to each of our members, as well as other local area businesses (lists are provided by the Town of Ajax and City of Pickering Economic Development Departments, as well as from Ajax-Pickering Board of Trade business database) for a total of 1500 businesses. As new members join during the year, each receives a copy of the Ajax-Pickering Business Directory.

**NOTE:** the Ajax-Pickering Board of Trade Business Directory is for sale to the general public upon request.

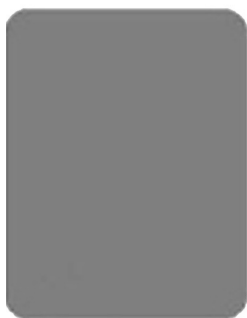
## DETAILS:

- Ads distributed in CMYK full-colour printing standards
- Sizes available from 1/8 page ad to double-page spread (see rate card attached)
- Formal advertisement sales begin Spring 2018 for directory distribution in early Fall 2018
- It is the responsibility of the advertiser to provide print-ready artwork in accordance with designated ad specs; if graphic design assistance is required, the Board would be happy to provide referrals to one of our member graphic design firms



To book your ad, contact  
Debbie Salomon at 905.686.0883 ext. 227 [apbotdirectory@gmail.com](mailto:apbotdirectory@gmail.com)

# 2018-19 DIRECTORY RATE CARD



Double Page spread  
\$2499  
2 x 5.25W x 8"H  
No Bleed



Full Page  
\$1499  
5.25"W x 8"H  
No Bleed



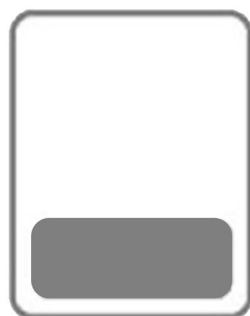
Half Page  
\$899  
5"W x 4"H  
No Bleed



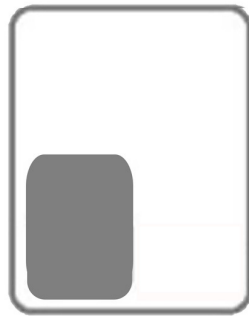
Extend your reach with one of our Bonus Offers:

Advertisement Size:							*Bonus Offers:
Two Page Spread \$2499.00	Full Page \$1499.00	Half Page \$899.00	1/3 Page \$649.00	1/4 Page \$499.00	1/8 Page \$299.00	Highlighted Listing \$99.00	
•	•	•					
•	•	•	•	•	•		
•	•	•	•	•	•		FREE side-bar ad on APBOT website for quarterly period (\$485 value)
							FREE highlighted print directory listing
							\$200 discounted box ad in weekly e-bulletin for 6 months (Regular \$756)

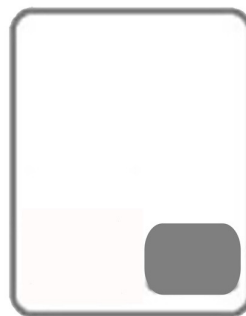
\*see reverse for bonus offer terms and conditions



1/3 Page  
\$649  
5"W x 2.625"H  
No Bleed



1/4 Page  
\$499  
2.5"W x 4"H  
No Bleed



1/8 page ad  
\$299  
2.25"W x 2"H  
No Bleed

Formats: .jpeg, .gif, .pdf, .psd, .ai, .eps, .tif, .qxd (300dpi minimum)

**Your Company Inc**  
Your Name  
123 Your st.  
Municipality, ON  
POS 7A1

\$99  
Highlighted  
Directory listing

**FREE BOX AD**  
in weekly e-bulletin for  
quarterly period (\$378 value)  
with purchase of two page  
spread

To book your ad, contact:

Debbie Salomon at 905.686.0883 ext. 227 apbotdirectory@gmail.com



**With thousands of monthly visitors, the APBOT website is the perfect place to promote your business! There are a variety of opportunities for our members to place an advertisement on our website. Your ad can be placed on either the homepage or one of our various landing pages, depending on budget and availability.**

**Displaying an ad on [www.apboardoftrade.com](http://www.apboardoftrade.com) gives our members incredible exposure that is great for branding, promoting, and marketing a new product or service. Through our responsive, mobile-friendly site, your ad will have full functioning interactive ability to enhance your presence - giving you the best value and the greatest return.**

## **DETAILS:**

- **Box ads scroll through a single spot on website; a maximum of 10 advertisements are posted**
- **Space is limited; advertisements will be accepted on a first-come, first-served basis**
- **All payments to be received in office prior to the posting of advertisement**
- **Advertiser given 'right of first refusal' to renew ad when scheduled term completed**
- **\$25 administration fee for change in ad during the scheduled term**
- **Cost of advertisement does not include production of artwork; if design assistance required, please call office for quote**

**Monthly Active Users: average 1500-2000**  
**Monthly Unique Page Views: average 660**

**To be featured on the APBOT website, an ad can be purchased in the following sizes:**

**Side-Bar Ad | 100-200 x 200 px | Full RGB Web Colour Standards | 72 Resolution**

**Monthly | \$180  
Quarterly | \$485  
Annually | \$1845**

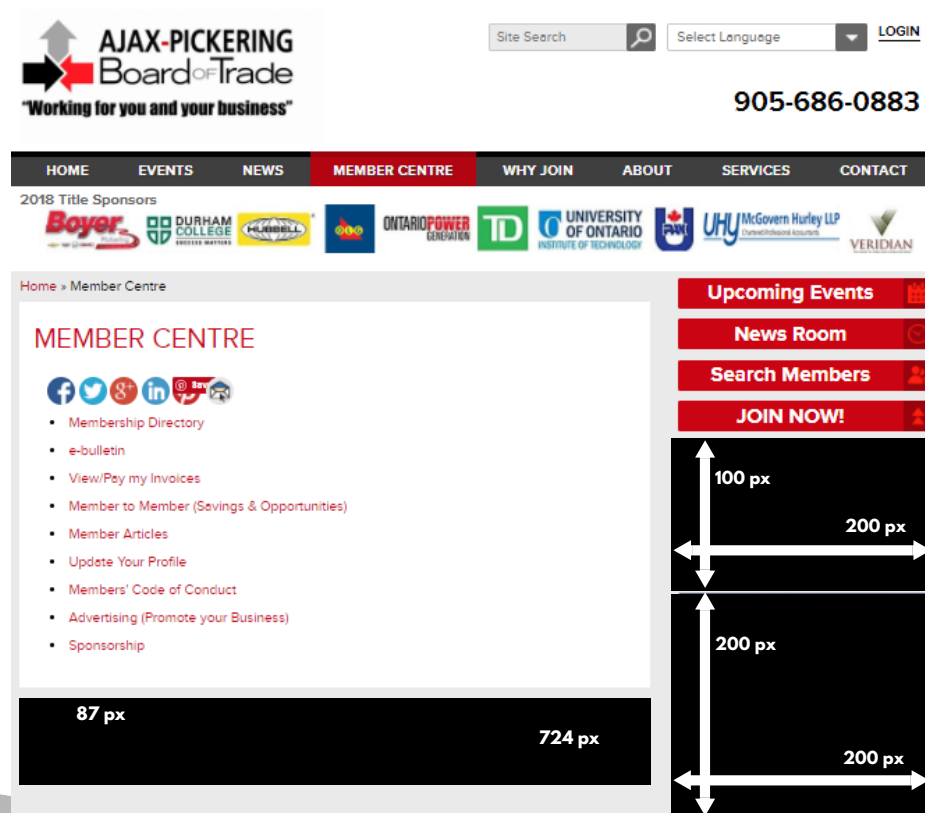
**Banner Ad (Horizontal) | max. 742 x 87 px | Full RGB Web Colour Standards | 72 Resolution**

**Monthly | \$190  
Quarterly | \$515  
Annually | \$1955**

**To be featured on the Member Centre, Why Join, or Services page, an ad can be purchased in the following sizes:**

**Banner Ad (Horizontal) | max. 742 x 87 px | Full RGB Web Colour Standards | 72 Resolution**

**Monthly | \$170  
Quarterly | \$460  
Annually | \$1750**



**NOTE:** ads are not able to be displayed on the event calendar or registration pages – these spaces are reserved for event sponsors only. Side-bar ads will loop from homepage to subpages, banner ads will display on the specific page paid for.

# E-BULLETIN



The APBOT electronic newsletter, otherwise known as the e-bulletin, is distributed weekly to a distribution list of more than 3,250 members and non-members. This newsletter is distributed as a free benefit of membership and includes member news and promotions, Board event news and announcements, and recognition of new members. In amongst the newsletter articles is the opportunity for our members to place their digital advertisement.

## **DETAILS:**

- All payments to be received in office prior to the posting of advertisement
- Renewal of ad subject to approval
- It is the responsibility of the advertiser to provide digital-ready artwork. Cost of advertisement does not include production of artwork; if design assistance required, please call office for quote
- Space is limited; advertisements will be accepted on a first-come, first-served basis

**Distribution:** 3,250+ members and non-members  
**Frequency:** Published weekly on Wednesdays (excluding holidays)  
**Open Rate Average:** 30%  
**Click Through Rate Average:** 18%

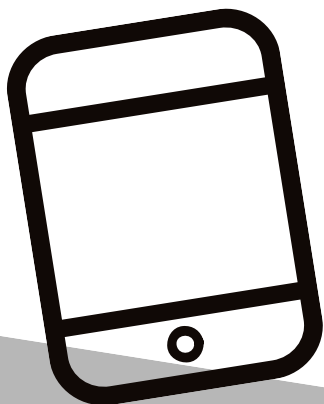
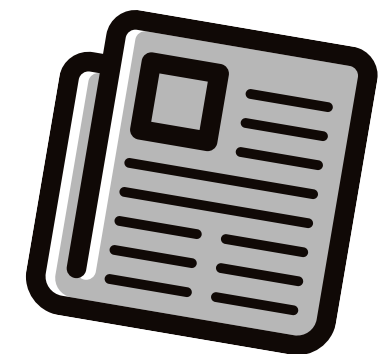




### BOX AD

154 x 154 px | RGB Web Colour Standards | 72 Res.

Monthly | \$140  
Quarterly | \$378  
Annually | \$1435



### BANNER AD

561 x 67 px | RGB Web Colour Standards | 72 Res.

Monthly | \$175  
Quarterly | \$475  
Annually | \$1795

Current events linked here.



Member to Member Offer | Save 15-25%



Current offer linked here.

Member Announcements



Distribution: 3,250+ members and non-members  
Frequency: Published weekly on Wednesdays (excluding holidays)  
Open Rate Average: 30%  
Click Through Rate Average: 18%

# BULLETIN BY MAIL FLYER INSERT



**This is a quarterly send-off we offer exclusively to our Members distributed by mail.**

**Our Bulletin by Mail (BBM) is a quarterly send-off we offer exclusively to APBOT Members, distributed by addressed mail.**

**The print copy of our newsletter is sent out four times per year (March, June, September and December).**

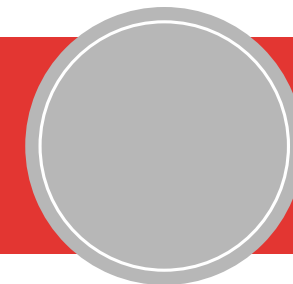
**Our September newsletter accompanies the 2018 Business Directory, and is also sent to local area businesses (lists are provided by the City of Pickering and Town of Ajax Economic Development Departments, as well as from Ajax-Pickering Board of Trade database) for a total of 1500 businesses.**

**This package deal is a great way to extend the reach of your brand, offered at a fraction of the cost of mailing using traditional methods, and a great opportunity for our members to advertise their seasonal promotions or products and services.**

## **DETAILS:**

- **Flyer must be single page and fit into a 9" x 12" envelope**
- **Insertion of multi-page items will be considered, but at an increased cost; please call office to get quote**
- **Cost to insert flyer for each March, June and December mailing is \$165**
- **Cost to insert flyer for September mailing is \$275**
- **All payments to be received in office prior to the distribution of the advertising material**
- **Cost to insert flyer in all 4 mailings in the year is \$700 – a savings of \$70 over purchasing individually; payment must be made prior to the distribution of the first mailing/flyer insert**
- **Space is limited; flyers will be accepted on a first-come, first-served basis**

# LOGO OPPORTUNITIES



**Our Bulletin by Mail (BBM) is a print copy of our newsletter and is sent out four times per year by addressed mail to each of our members (see page 10 for more details).**

**Each of these mailings is placed in large envelopes on the back of which is the opportunity for our members to place a black and white copy of their logo. In 2016, over 4,500 pieces were mailed using these logo'd envelopes!**

## **DETAILS:**

- **Logo printed in black & white, scaled to be same size as other logo sponsors**
- **Cost to place logo is \$250 for entire year**
- **All payments to be received in office prior to the posting of logo**
- **Previous year advertiser given 'right of first refusal' to renew logo placement each year**
- **It is the responsibility of the advertiser to provide print-ready artwork**
- **For optimum quality, logo should be provided in hi-res format**

# PROMOTE YOUR BUSINESS PACKAGES



## **BRONZE | \$395 | PACKAGE VALUE (\$530)**

Purchasing the Bronze package will allow your brand to utilize:

1. One Mini-Ad in APBOT Directory
2. One flyer-insert in one issue of the Bulletin by Mail (March, June, or December)
3. One Box Ad in E-bulletin for duration of one-month

## **GOLD | \$1525 | PACKAGE VALUE (\$2038)**

Purchasing the Gold package will allow your brand to utilize:

1. One Half-Page Ad in APBOT Directory
2. One flyer-insert in September issue of the Bulletin by Mail
3. One Banner Ad on APBOT website subpage for quarterly period
4. One Box Ad in E-bulletin for quarterly period

## **SILVER | \$530 | PACKAGE VALUE (\$710)**

Purchasing the Silver package will allow your brand to utilize:

1. One Mini-Ad in APBOT Directory
2. One flyer-insert in one issue of the Bulletin by Mail (March, June, or December)
3. One Box Ad on APBOT website for duration of one-month
4. One Box Ad in E-bulletin for duration of one-month

## **PLATINUM | \$2395 | PACKAGE VALUE (\$3195)**

Purchasing the Platinum package will allow your brand to utilize:

1. One Full-Page Ad in APBOT Directory
2. One flyer-insert in all issues of the Bulletin by Mail
3. One Banner Ad on APBOT website homepage for quarterly period
4. One Banner Ad in E-bulletin for quarterly period

**Extend your reach to a targeted business audience in your area, and increase your business profile!**

**All costs associated in this outline are based on Ajax-Pickering Board of Trade (APBOT) membership, and are subject to HST.**

**For more information regarding Advertising Opportunities with APBOT, contact the Policy & Communications Specialist at 905.686.0883 ext. 229.**