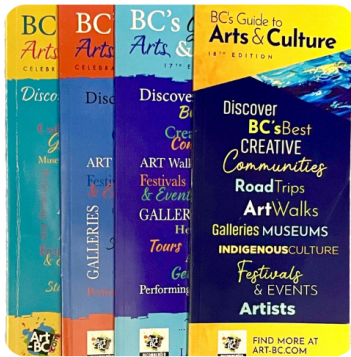




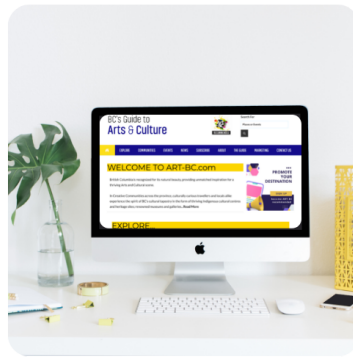
# Media Kit

# BC's Guide to Arts & Culture

## Multi-Media Marketing



**Print**



**Online + Ads**



**Print Guide**

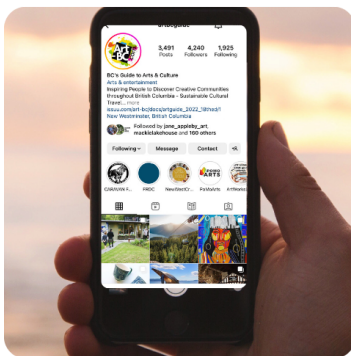
Print Guide Members reach thousands of culture seekers through our widely distributed free publication.

**Online**

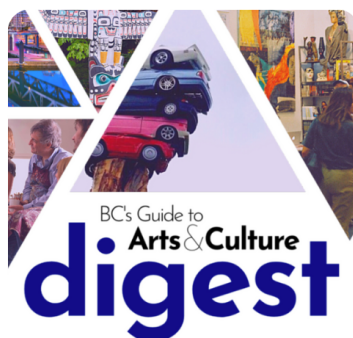
Online Marketing Members access our unique visitors, as well as social media and newsletter audiences.

**Ads**

Featured ad spaces on the website showcase our members front and centre.



**Social**



**Newsletter**

**Connecting Culture Makers & Culture Seekers.**

# US & OUR AUDIENCE



## Our Mission

Our Mission is to create a sustaining, multi-platform, widely available and user-friendly resource for culturally curious explorers to connect with culture makers and unique curated community experiences in regions across British Columbia.

For over thirty years, Van Dop & Associates has been an industry leader in empowering the artists, producers and keepers of Arts, Culture and Heritage in BC to stay connected with an authentic and engaged audience.

We advocate for economic strength in the cultural sector through strategic, curated, community marketing partnerships with local tourism, arts and cultural organizations, other major stakeholders and the people cultivating, creating and preserving local culture.

BC's Guide to Arts & Culture reaches culture seekers from all over the world.



**55K**

unique visitors on Art-BC.com annually



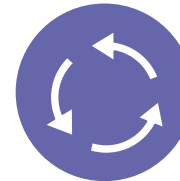
**35K**

followers across social media platforms



**10K**

subscribers to news digest + newsletter



**1.7M**

published guides in circulation



**2Y**

publication stays current for 2+ years



## YOUR CURATED COMMUNITY

- Recommended regional routes
- Photo, description, contact info for each destination
- Plotted Map in print and online
- Online listings on Art-BC.com for all print participants
- Interactive digital guide with click-through links
- Social media promotion

# CURATED COMMUNITY ROADTRIPS



## A SELF-GUIDED AND CURATED CULTURAL EXPERIENCE OF BC'S CREATIVE COMMUNITIES.

A guide for culture seekers, locals and travelers to set out on a self-guided, relaxed pace adventure exploring scenic road-trips with recommended, off the beaten path destinations.



### SCENIC ROUTES

Scenic routes throughout British Columbia's regions are peppered with unique cultural experiences. Guide users pick a region and easily navigate a scenic route full of discovery.



### AUTHENTIC DESTINATIONS

Exploring BC's Guide to Arts and Culture recommended destinations gives guide users a curated, authentic experience of the best of BC.



### PLACES TO STAY + EAT

Along their journey, guide users adventuring through the province look to us for our Art-BC recommended unique accommodations and craft culinary fare.

**Talk to us about our Creative Community Features from 4-6 pages.**





### Print Guide AD RATES

6 Page Featured Community	\$ 14,400
4 Page Featured Community	\$ 9,600
2 Page Feature	\$ 4,800
Full Page	\$ 2,400
Half Page	\$ 1,200
Quarter Page	\$600

### Curate your Community

Become a community leader - purchase a section to curate and sell spaces to other Arts + Cultural stakeholders in your community (6 placements per page).

### Pre-Built Designs

Choose from Curated Community layouts, Van Dop style ads, or custom design with additional charge.

### 3 for 1 Marketing

Print and interactive digital copies of our free publication as well as an online listing on Art-BC.com

### Insertion Order

Please fill and send to [publisher@art-bc.com](mailto:publisher@art-bc.com)

Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ Postal Code: \_\_\_\_\_ Province: \_\_\_\_\_

Contact Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Business Email: \_\_\_\_\_

Website: \_\_\_\_\_

☐ MasterCard ☐ Visa ☐ Cheque (payable to Van Dop + Associates)

Card Number: \_\_\_\_\_

Name on \_\_\_\_\_ Expiry: \_\_\_\_\_ CVV: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_



**Trudy Van Dop Publisher**  
Van Dop & Associates  
Cultural Marketing Experts

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