

BC's Guide to Arts & Culture



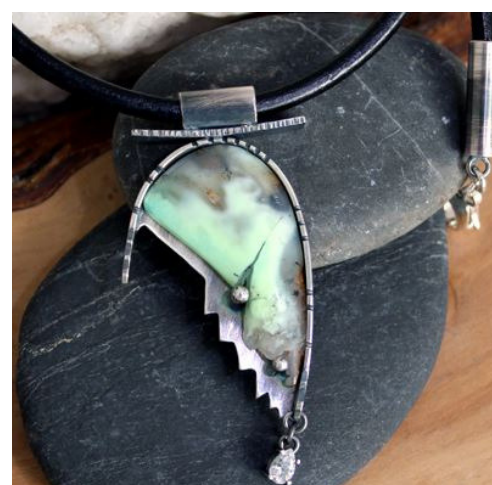
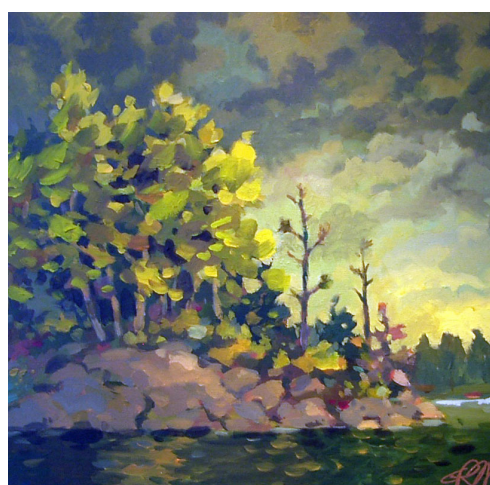
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@ARTBCGUIDE



@ARTBCGUIDE



THE ONLY CURATED GUIDE TO ARTS + CULTURE IN BC

BC's Guide to Arts + Culture and online directory **Art-BC.com** are the definitive resource for cultural enthusiasts to discover authentic, off-the-beaten-path cultural experiences in every corner of the province.

40K

SOCIAL MEDIA
FOLLOWERS

600+

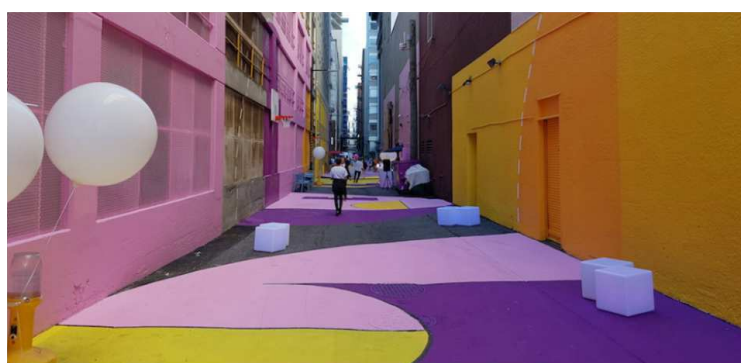
DISTRIBUTERS
ACROSS BC

47K

UNIQUE ONLINE
VIEWS

1.5M

GUIDES IN
CIRCULATION



WHY PARTICIPATE?

Increase your visibility
under one brand.

GALLERIES | STUDIOS
HERITAGE SITES | WINERIES
THEATRES | TOURS | ARTISTS
BREWERIES | MUSEUMS | GETAWAYS
CULINARY ARTS | GARDENS

BENEFIT FROM OUR ESTABLISHED + INDUSTRY SPECIFIC MARKETING EXPERTISE.



- **Triple your exposure for one price:** printed guide, virtual guide, and web ad listing on Art-BC.com
- Your ad featured in 75,000 printed guides available FREE to residents and visitors
- **DIGITAL** copy of the print guide available online linked back to your website
- **FREE FULL web listing on Art-BC.com** with a link back to your website
- **Daily Social Media Engagement** with over 35K followers
- Low advertising cost. Our rates haven't changed in 18 years
- **Longevity.** Our guide, printed every 2 years, is retained and referred to by customers for 3 to 5 years
- **Visually appealing and easy-to-use,** the guide + website BC's most comprehensive arts and cultural resource



THE ONLINE GUIDE

Art-BC.com is an online resource of content curated by community, marking each of our partners as an important cultural destination. Becoming a member of the **Art-BC.com** Digital Guide increases your visibility to a target audience identifying you as a must-see part of the cultural experience in your community.



ALL PRINT PARTICIPANTS RECEIVE A FREE ONE-YEAR DIGITAL DISPLAY AD ON ART-BC.COM

- Full Service set up of your Display Ad
- Comprehensive On-the-Go Digital Guide for a “paperless” traveler.
- Reaches over 47,000 unique visitors a year
- Three Complimentary Digital Event Ads
- Linked to by many sites as the go-to guide for BC Arts + Culture
- Art-BC appears in the Top 10 in Google search for Arts & Culture in BC
- Affordable, community based collaborative marketing
- Social Media Program (35,000 followers)
- Inclusion in our Weekly Arts Digest (10,000+ readers)

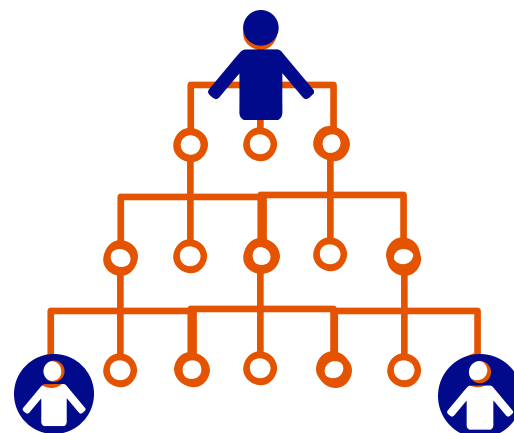
DIRECTORY LISTING VALUE \$150

COMMUNITY, REACH + VISIBILITY

COMMUNITY CENTRED MARKETING

COMMUNITY BASED

Communities across the province are showcased for their unique cultural footprint. Join in with your Curated Community and ensure you are a part of BC's directory to all things Arts + Culture.



TARGET BRAND AWARENESS

BC's Guide to Arts + Culture is an established and trusted brand representing essential arts and cultural experiences in the province. With over a million guides in circulation in over 600 locations, thousands of readers will see you as a recommended cultural experience in your community.



IF YOU ARE INVOLVED IN ARTS + CULTURE, ENSURE YOU ARE A PART OF YOUR CURATED COMMUNITY AS A MUST-SEE CULTURAL DESTINATION.



GUIDE DISTRIBUTION

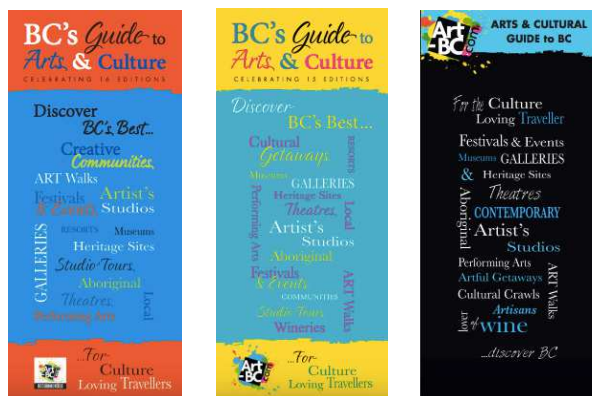
The Guide is distributed at over 600 locations across the province.

- Visitor Centres
- Border Crossings
- Airports
- BC Ferries
- RV Parks
- Heritage Sites + Our Participants
- Community Cultural Destinations

ADVERTISING OPPORTUNITIES

PRINT | DIGITAL | WEBSITE

Print Guide Advertising



- 144 page, full-colour, printed publication showcases over 400 art galleries, museums, studios, gardens, heritage and cultural sites in British Columbia alongside featured editorial and stunning imagery.
- Over 1.5M guides in circulation
- 2-Year Shelf Life + Digital online publication (ISSUU.com)
- Double Page Feature, Full Page Ad, 1/2 Page, 1/4 Page

Art-BC.com Digital Display Ad

- Your Art-BC profile, with 5-6 images, Social Media links and 150-200 words description
- Your events in our Exhibitions, Festivals/Markets or Art Walks calendars
- Includes an Art-BC Recommended door decal + logo, to tell your customers that you are a Recommended Destination

1 YEAR
FREE
WITH
PRINT
AD

Sample Listing

YOUR LISTING INCLUDES:

Echo Valley Ranch & Spa

Place Category: Getaways
photos-52314_1280.jpg

Profile Photos Map Reviews Related Listing

Headed away in the breathtaking setting of BC's Cariboo Mountains, Echo Valley Ranch & Spa offers an experience unlike any other. Part ranch, part spa, part idyllic retreat, the ranch also offers hundreds of thousands of acres of pristine mountains, lush valleys, pine forests, and desert canyons. Our guests told about an immediate connection to the valley, we just said it being home. Before the ranch evolved into an awarded resort, it was our home, and it still is.

Home is more than a place in Echo Valley, it's a feeling. It's the feeling of being at home with yourself, and reconnecting with yourself. It's the feeling of pure relaxation, a spring in your step, and ease in your mind. It's the feeling that everything is the way it's supposed to be. Wander across the ranch with our helpful, border collies, get pampered in our award-winning world class spa, experience the backcountry on horseback, enjoy the unique produce across the ranch, and savour a farm fresh family style meal. Relax, breathe, and enjoy.

Getaways

#10K25, Invermere RD
Clover
British Columbia
V0K 1S0
Canada

Open seasonally from April 1 - October 31

% Toll Free: 1.800.233.8831

% Website

Twitter

Facebook

Instagram

Send To Friend

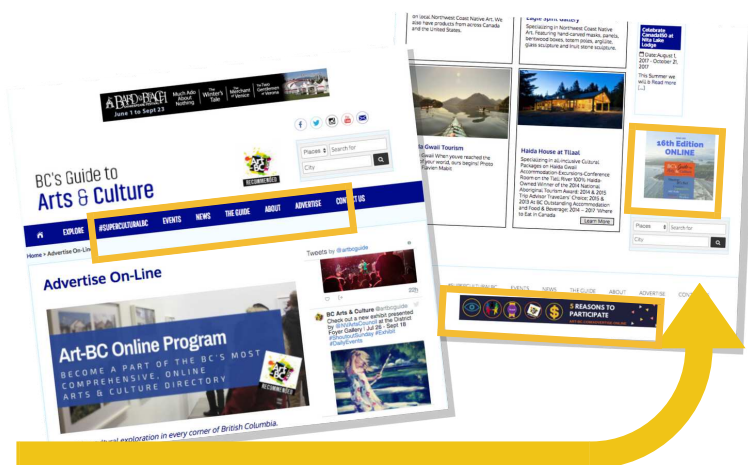
INFO + SOCIAL LINKS

58th Edition ONLINE

100-200 WORDS + GOOGLE MAP PIN

INCLUDES FULL SERVICE UPLOAD

YOUR DISPLAY AD



Additional Online Ad Space Available

Art-BC.com features placement for letterboard ads at the top and bottom of the page, as well as sidebar advertising.

Contact us for details about ad sizes and rates.

Art-BC engages with over 45,000+ users via Social Media + Weekly Arts Digest

COLLABORATION + AUDIENCE ENGAGEMENT

NEWSLETTER | COMMUNITY | SOCIAL MEDIA ENGAGEMENT



The Curated Community Newsletter is an acclaimed newsletter published each month featuring a Curated Community in the BC. The Newsletter highlights one community's unique cultural footprint with each publication.

We strive to connect readers to the essence of a place, giving cultural travellers a chance to experience a community like a local. We talk to local experts and cultural influentials to get insider scoops to the best of cultural experiences in the province.

Sponsoring The Newsletter

Interested in having your community appear as the featured community of the month?

We'd love to hear from you!

CONTACT publisher@art-bc.com



10K
SUBSCRIBERS

- PROFESSIONALLY AUTHORED EDITORIAL
- STUNNING IMAGERY
- INTERVIEWS WITH CULTURAL INFLUENTIALS
- GALLERY + ARTIST FEATURES
- LOCALS GUIDE

CONNECTED SOCIAL MEDIA PROGRAM

Our Social Media Program is a complimentary feature of our marketing package. We engage daily with a target audience of cultural enthusiasts on all social media streams.

- Visible to over 35K followers
- Daily Engagement
- #SuperCulturalBC Exclusive Tags
- Unique + Authentic Posts
- Featuring **YOUR** Events + Images



@ArtBCGuide



@ArtBCGuide



@ArtBCGuide



QUALIFIED MEMBERS

The Art-BC.com RECOMMENDED Brand

Use Art-BC.com Recommended Brand to promote your destination as the finest, recommended cultural experience in the province. Door decals are delivered to our qualified members as a mean for thousands of Guide Users to recognize you as a must-see cultural experience. Using the Art-BC.com brand is a key strategy linking your business with our target audience.

Cross Promotion

One voice has the ability to reach some, but working together with the goal of reaching thousands of cultural enthusiasts, we make your community a recognized cultural hub with it's own unique cultural footprint. You can maximize benefit from participating on Art-BC.com through the simple process of cross promotion. Link from your site to Art-BC.com by placing the RECOMMEND logo on your website and effortlessly **double** the value of your marketing partnership with BC's Guide to Arts + Culture.

Community Cultural Maps

Art-BC.com Cultural Community Maps are now available on any computer, iPad or smart device. The maps showcase a unique Art-BC pin for each destination in communities across the province. Places participating cultural destinations on an easy to read map located at the top of each community page.

Social Media Partnership

Social media marketing is an invaluable tool for businesses of all sizes, especially to those in the cultural sector. Free, effective and engaging marketing vehicles like Instagram, Facebook, Twitter and Youtube reach beyond the limitations of physical interaction, offering a personalized and authentic brand experience to your clientele. Social Media cross promotion with our brand gives you access to over 35K followers across social media platforms.