

# BC's Guide to Arts & Culture



18th EDITION  
MEDIA KIT

## WHO WE ARE

**BC's Guide to Arts and Culture** and the 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.

## From the Publisher,

For over 20 years we have been producing a guide that enables advertisers to reach an authentic audience through our industry expertise in Arts and Cultural marketing. We endeavour to connect the hardworking people of the cultural sector to an audience of committed cultural enthusiasts.



Our advertisers benefit from the longevity of their ad because of the extended shelflife and readership of our product.

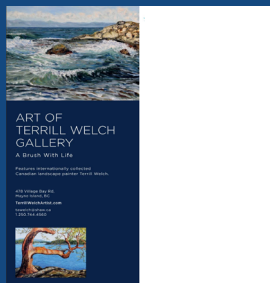
BC's Guide to Arts and Culture is used by guide readers for up to 5 years to navigate and discover the wonders of BC's most recommended cultural destinations. We recognize these are trying times for all and we are privileged to offer our partners representation in this beautiful, magazine quality book at an affordable rate. We look forward to working with you.

## AD SIZE OPTIONS



TWO PAGE FEATURE

8" wide x 9" high  
.125" FULL bleed



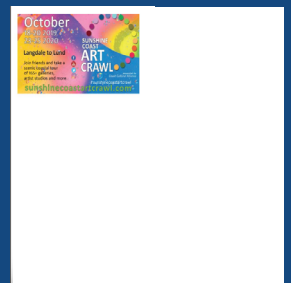
FULL PAGE

4" wide x 9" high  
.125" FULL bleed



HALF PAGE

3.375" wide x 4" high  
.125" FULL bleed



QUARTER PAGE

3.375" x 1.9375" high  
.125" FULL bleed

## DESIGN SPECS

Trudy Van Dop | Van Dop + Associates  
604.521.7887 | Trudy@Art-BC.com  
www.Art-BC.com  
Marketing Arts & Culture Since 1999



VAN DOP +  
ASSOCIATES

**THE ART OF CULTURAL MARKETING.**

# ADVERTISE

## LIMITED PRINT SPACE AVAILABILITY

Your Print Ad includes access to multiple avenues of online visibility:



# 3 for 1

PRINT | E-PUB | ONLINE

### 12 Month Membership on our online database Art-BC.com

Online Listings include info, map location, photos, social media and web links, and more.

### Unlimited engagement with our social media platforms

Included with every ad is a 48 hour instagram take over as well as regular mention and reposts

### Mention in our Weekly Arts + Cultural Digest

Your membership includes mention in our weekly Arts + Cultural Digest read by over 10,000 subscribers

### Your events listed on our Festivals and Events page

Keep your audience up to date on your upcoming events with free access to our events page

### Access to Exclusive Online Advertising Opportunities

Gain access to other online ad opportunities like our popular leaderboard or sidebar ad space on Art-BC.com

BC'S CREATIVE COMMUNITIES

# ARTS. CULTURE. HERITAGE.



PRINTED GUIDES

# 75k

FULL COLOUR, PREMIUM  
MAGAZINE STYLE GUIDES  
PRINTED EVERY TWO YEARS.

DISTRIBUTION

# 600+

KEY LOCATIONS WHERE  
PRINT GUIDES CAN BE  
FOUND - ALSO, MULTIPLE  
ONLINE LOCATIONS IN  
READABLE DIGITAL PDF.

SOCIAL MEDIA

# 35k

WEEKLY ENGAGED  
FOLLOWERS ACROSS  
SOCIAL MEDIA PLATFORMS

NEWSLETTER  
SUBSCRIBERS

# 10k

DEVOTED NEWSLETTER  
READERSHIP OF OUR  
MONTHLY NEWSLETTER  
FEATURING OUR  
COMMUNITY PARTNERS.

## PLEASE FILL AND RETURN:

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 \_\_\_\_\_ Expriy: \_\_\_\_\_ CVV: \_\_\_\_\_

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

## AD SELECTION

	Ad Size	Cost
<input type="checkbox"/>	2 Page	4800
<input type="checkbox"/>	Full Page	2400
<input type="checkbox"/>	1/2 Page	1200
<input type="checkbox"/>	1/4 Page	600

SEND INSERTION ORDER TO:

By fax at 604.540.1062 or by  
email at [publisher@Art-BC.com](mailto:publisher@Art-BC.com)