

BC's Guide to  
*Arts & Culture*

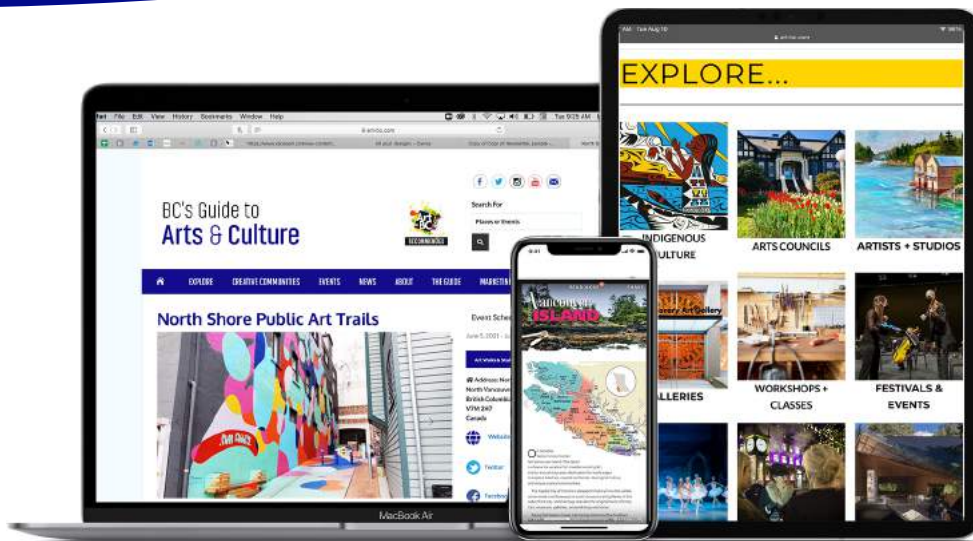


18th Edition  
Media Kit

BC's *Creative*  
COMMUNITIES  
**ROAD TRIPS**

BC's Guide to Arts & Culture  
2022-2024









## OUR MISSION

Our mission is to create a sustaining, multi-platform, self-guided resource for culturally curious explorers showcasing the rich cultural tapestry and unique curated community experiences in regions across British Columbia. For over twenty years Van Dop and 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 councils, and other major stakeholders and the people cultivating, creating and preserving local culture.



## OUR AUDIENCE

-  **50K** unique visitors on Art-BC.com annually
-  **35K** followers across social media platforms
-  **10K** subscribers to news digest + newsletter
-  **1.5M** published guides in circulation
-  **2Y** publication stays current for 2+ years

## BC's Creative COMMUNITIES ROADTRIPS



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

A guide for the Culturally Curious traveler to set out on 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.

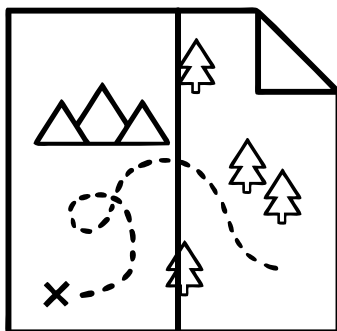


#### PLACES TO STAY + EAT

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

## YOUR CURATED COMMUNITY

Guide travellers through your community's unique arts and cultural map.



- 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 clickthrough links
- Social media promotion



### 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 3 Curated Community "Road Trip" templates

### 3 for 1 Marketing

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

### Custom Regional Buyout

- ▶ Pricing and regional options available upon request

### AD RATES

<b>6 Pages</b>	<b>14,400</b>
<b>4 Pages</b>	<b>9600</b>
<b>2 Pages</b>	<b>4800</b>
<b>Inside Covers</b>	<b>2800</b>
<b>Online Only</b>	<b>Contact us</b>

### AD SPECS

<b>2 Page Spread</b>	<b>8" wide x 9" high .125" FULL bleed</b>
<b>Page</b>	<b>4" wide x 9" high .125" FULL bleed</b>

#### PLEASE FILL AND RETURN:

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

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

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

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

MasterCard  Visa  Cheque (payable to Van Dop + Associates)

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

Name on \_\_\_\_\_ Expriy: \_\_\_\_\_ CVV: \_\_\_\_\_

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