



St. John's
BOARD of TRADE

Be Seen Be Heard

PROMO BUNDLES

Strategy

- Product
- Price
- Place
- Promotion



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Member Promo Bundles

**CUSTOM
MADE
\$ CUSTOMIZED FOR YOU**

#1

Multiple ads in all 4 issues of Business News
60 second video and promo
13 weeks e-newsletter ad
Complimentary article in Business News
TOTAL VALUE: Customized for you

**SPOTLIGHT
\$5500**

#2

Front cover ad and feature article in Business News
60 second video and promo
26 weeks e-newsletter ad
TOTAL VALUE: \$6900

**SHOWCASE
\$4000**

#3

Outside back cover ad in Business News
60 second video and promo
13 weeks e-newsletter ad
Complimentary article in Business News
TOTAL VALUE: \$5500

**ADD STEAM
\$2500**

#4

Inside front or back cover ad in Business News
30 second video and promo
8 weeks e-newsletter ad
TOTAL VALUE: \$3200

**RAMP UP
\$1500**

#5

1/2 page ad in Business News
30 second video and promo
4 weeks e-newsletter ad
TOTAL VALUE: \$1900

**GET STARTED #6
\$1000**

1/3 page ad in Business News
30 second video and promo
2 weeks e-newsletter ad
TOTAL VALUE: \$1350

For more information contact:

Margie Davis
Account Executive
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709-726-2961, ext.203

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Member Packages

ONLINE	BUSINESS Level (\$250 value)	MARKET Level (\$500 value)	GROWTH Level (\$1000 value)	ASPIRE Level (\$2000 value)	STAKEHOLDER Level (\$4000 value)
Welcome Package	Welcome on Facebook and a tweet (words + Hashtag)	Welcome on Facebook page, Tweet is enhanced with a photo	Welcome on Facebook page and Two tweets with photos	Welcome on Facebook page & Welcome 'video' tweet!	4 customized tweets (1 per month for first 4 months)
Member Profile Video	Opportunity to do a 30 second Video for \$300 + Boost for \$100 on all social media feeds	FREE 30 second Video & Boost on all social media feeds	FREE Two x 30 second or one 60 second video & boosted two times on all social media feeds	FREE 90 second video & boosted two times on social media feeds. PLUS advertising for two weeks in our electronic newsletter and on stjohsbot.ca website	FREE 90 second video & boosted two times on social media feeds. PLUS advertising for one month in the electronic newsletter and on stjohsbot.ca website
Website & E-News Advertising	Opportunity to post at preferred member rates	Opportunity to post at 20% off preferred member rates	Opportunity to post at 40% off preferred member rates	Opportunity to post at 60% off preferred member rates	2 FREE ads on e-newsletter/ website (for 4 weeks each)
Business News Advertising	Opportunity to post at preferred member rates	Opportunity to post at 20% off preferred member rates	Opportunity to post at 40% off preferred member rates	Opportunity to post at 60% off preferred member rates	4 FREE 1/4 page ads (1 per issue)
Business News Advertorials	\$1000 + HST	Opportunity to post at 20% off preferred member rates	Opportunity to post at 40% off preferred member rates	Opportunity to post at 60% off preferred member rates	FREE for Stakeholder

Bundling is available

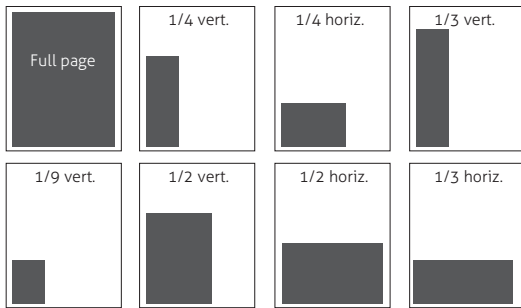
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Business News

Member Business News Advertising Rates (+HST)

Ad Placements	Specs & Dimensions (inches)	1 Edition	2 Editions (cost of each) (20% Off)	4 Editions (cost of each) (40% off)
Front Cover	8.5 w x 7.75 h (+ 1/4" bleed)	\$3900	N/A	N/A
Inside Cover - (front or back)	8.5 w x 11 h (+ 1/4" bleed)	\$1800	\$1450	\$1100
Outside Back Cover	8.5 w x 11 h (+ 1/4" bleed)	\$2800	\$2250	\$1700
Two Page Centre Spread	17 w x 11 h (+ 1/4" bleed)	\$2900	\$2300	\$1750
Full Page Inside	8 w x 10.5 h live area	\$1500	\$1200	\$900
1/2 page inside	Vertical : 5 w x 6.625 h Horizontal: 7.75 w x 4.8 h	\$900	\$800	\$600
1/3 page inside	Vertical: 2.45 w x 8.625 h Horizontal : 7.75 w x 3 h	\$700	\$550	\$400
1/4 page inside	Vertical: 2.45 w x 6.625 h Horizontal: 5 w x 3 h	\$500	\$400	\$300
1/9 page inside	Vertical only: 2.45 w x 3 h	\$ 300	\$250	\$200



- All advertising rates and quotes reflect net cost and are based on camera ready copy.
- Ad design available at additional cost.

SPECIFICATIONS

- Full process color, CMYK
- Digital files should be 300 dpi at 100% printed size. Acceptable formats are pdf, eps, ai, or jpg.
- Ensure all ads and articles list your website with www or http:// for link-ability on BOT website.

Business News Inserts

Insert Prices	Per Edition
One Page, 1200 Copies 10 grams. Maximum size 8.5 x 11	\$700
For each additional 10 grams	\$50

All pre-booked advertising is subject to invoicing if not cancelled before the reserved space deadline.

2018 Publication Schedule - 4 Issues

2018 Issues	Edition themes	Ad deadline	Editorial deadline	Approximate mailing date
March Spring Issue	Financial & Insurance Services, Natural Resources, Real Estate and Legal	February 26, 2018	February 27, 2018	March 8, 2018
June Summer Issue	Tourism, Transportation, Export & Trade, Construction, Manufacturing, Processing and Distribution	May 15, 2018	May 17, 2018	May 31 – June 1, 2018
September Fall Issue	Education, Training, Personal & Professional Development, Health & Wellness, Small Business, Technology, R & D and Innovation	August 15, 2018	August 17, 2018	August 30 - Sept. 3, 2018
December Winter Issue	Hospitality, Catering, Leisure & Business Travel, Retail, Entertainment and Marketing & Communications. (Includes coverage of Business Excellence Awards)	November 14, 2018	November 16, 2018	December 10, 2018

Guest Editorials – Cost \$ 1000 +HST

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Online Advertising

Member Online Advertising Rates

	Ad Prices & Sizes	4 Weeks	8 Weeks 10%	13 Weeks 20%	26 Weeks 40%	52 Weeks 60%
E-NEWSLETTER TWICE WEEKLY	Vertical Banner: 120 x 240 pixels Horizontal Banner: 560 x 74 pixels <i>Supply ad in both dimensions and we will run both banners!</i>	\$600	\$1000	\$1400	\$2300	\$3000
WEBSITE HOMEPAGE	Website Banner Sizes: 468 x 60 pixels 235 x 60 pixels 106 x 60 pixels 120 x 240 pixels <i>Supply ads in all dimensions and we will alternate in banners!</i>	\$500	\$900	\$1300	\$2300	\$2800

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