

CUSTOM OPTIONS

SPONSOR OPPORTUNITY	VALUE
CONTENT MARKETING	
Articles (Sponsor to submit content)	\$700 per post \$1400 per 3 posts \$2800 per 6 posts \$5600 per 12 posts
e-Newsletter Feature (34,000+ contacts)	\$1,500
Social Media Package (1 post distributed across Facebook, LinkedIn and Twitter)	\$1,000
ONLINE MARKETING	
Web Ads on smallbusinessbc.ca	Premium (Big Box; 300 x 250) - \$1000 for 3 months Standard (125 x 125) - \$800 for 3 months
SBBC OFFICES	
Entrepreneurs' Corner at Small Business BC Office	\$24,000 per year
TV Ads in SBBC Office	\$300 per month
Collateral Distribution (SBBC's Resource Centre)	\$200 per month



MONTHLY E-NEWS
34,000+



MONTHLY WEB
VIEWS



EMAIL OPEN RATE
18%



44,000+
FOLLOWERS

CONTENT MARKETING



SPECIFICATIONS

Please supply:

- Informative, insightful and interesting content
- Author byline to include photo and links back to your website and social media
- 300 to 1000 words for articles and less than 600 words for blog posts
- Exact content cannot be published elsewhere on the internet

WEBSITE ADVERTISING



SPECIFICATIONS

Please supply:

- Medium Rectangle (300x250 pixels) ; or Small Square (125x125 pixels)
- Ad creative in **.gif, .jpg** or **.png** format. **Please note that .gif files may contain up to three animated/rotating messages in one pane**
- A destination URL to serve as a hyperlink for ad click-throughs
- ALT text for the ad creative (to appear on cursor hover)
- Small Business BC will post the ad within three working days of final approval of advertising material

TERMS & CONDITIONS

Small Business BC shall not be held liable for failure, for any cause, to post an advertisement. Verbal agreements are not recognized. Advertising commitments cannot be canceled. Rates are subject to change at any time.

SMALL BUSINESS

BC

More sponsorship opportunities are also available.

For further details, contact sponsorship@smallbusinessbc.ca or **604.775.7343**