



INVEST IN BC MAGAZINE:
2013 edition

your essential guide

to investment and business
opportunities across all regions
of British Columbia

The 2013 edition of *Invest in B.C.*, the official magazine of the Economic Development Association of B.C. (EDABC), published in partnership with Business in Vancouver Magazines.

The partnership harnesses the proven editorial expertise of BIV Magazines with the extensive networking and distribution capabilities of EDABC.

www.edabc.com

www.investinbc.ca

ASK ABOUT OUR 2 FOR 1 MARKETING OPPORTUNITY.
AVAILABLE IN PRINT AND ONLINE

**BUSINESS
VANCOUVER**



E D A B C
Economic Development Association of BC

2013 rates & data



Compelling editorial

- B.C.'s competitive advantages.
- Comprehensive coverage of the latest developments in the province.
- Investment opportunities across all regions.

Online options

- All municipalities, cities and towns in B.C. will be provided upon request with a PDF of the magazine, as well as their own regional editorial/advertorial pages, with the option to publish it on their own websites at no charge.
- Additionally, a PDF and interactive version of the magazine, where users can **turn the pages** online, will be placed online and clickable via www.biv.com, www.edabc.com and www.investinbc.ca.

Comprehensive company directory

- All EDABC members (as of January 1, 2013) will be listed in the magazine directory.

Appearing in *Invest in BC* 2013

Advertising in *Invest in BC* provides an opportunity to present your products and services to firms entering British Columbia's market or expanding to other regions who are looking for new suppliers and partners. **Copies will be distributed to potential clients who may soon be setting up shop in your business community.**

Advertising opportunities

- Display ad positions will be available in a full range of sizes to companies, organizations, municipalities, towns and cities. Please review the enclosed rate card.
- Municipalities, towns and cities **that are EDABC members** and have purchased advertising space of **1/4 page or larger** will be offered matching advertorial to highlight their messages.
- For more information, please call Katherine Butler at **604-608-5158**, toll-free at **1-800-208-2011** or email kbutler@biv.com.

Advertorial opportunity

Available to cities, towns, districts, regions and municipalities (EDABC members).

- Purchase a regular full-page, 1/2 page or 1/4 page display ad in full colour and receive equal advertorial space.

Full page



1/2 page



1/4 page

**BUSINESS
VANCOUVER**



EDABC
Economic Development Association of BC

Invest in BC uses hard data to show that Vancouver and the province at large provide outstanding choices for senior corporate decision makers' business expansions or relocations. Every geographic region has its our distinct advantages.



Invest in BC helps business owners and managers make informed decisions by profiling each of B.C.'s eight economic regions. Informed articles highlight living conditions and current business trends along with informative graphs depicting economic data.

B.C.'s innovative economy

- transportation and gateway investment
- industrial development
- bioenergy and renewables
- data centres
- mineral and resource development
- sustainable development
- tourism
- life sciences and hightech

Business in Vancouver Media Group is uniquely positioned to showcase B.C.'s investment opportunities and the companies behind that success. Our weekly newspaper, **Business in Vancouver**, is very well established in the marketplace. Our fleet of magazines – such as *BCTECH*, *Meeting Places BC* and *Green Space BC* – are market leaders and regularly feature opportunities for investment in ideas and infrastructure.

Targeted, effective distribution

Invest in BC will be printed for distribution February 2013. It will be delivered in various quantities to:

- *Business in Vancouver* subscriber list
- All EDABC members in B.C.
- Over 100 site selectors (and offices) in the US and Canada.
- B.C. trade offices and Canadian consulates/embassies & high commissions in the United States and South Korea.
- Department of Foreign Affairs and International Trade offices.
- Offices of the Premier of British Columbia.
- Offices of the Mayor of Vancouver and Mayor of Surrey.
- Relevant ministries of jobs, tourism and innovation and other trade organizations based in Vancouver.
- Attendees to trade shows where EDABC or Linx BC is an exhibitor.
- Biggest real estate brokers.
- BC cities, townships and district offices.
- Western Investor Business subscribers.

For further information, please contact:

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investinBC 2013

Business and investment across British Columbia

2013 ADVERTISING RATES & DEADLINE

Advertising Close Date: January 18, 2013
Material Due: January 21, 2013

Publication Date: February 2013

DISPLAY RATES

Size	4 colour	Spot colour	Black & White
Double Page Spread	\$7,850	\$6,800	\$6,300
Full Page	4,300	3,800	3,550
2/3 Page	3,600	3,050	2,800
1/2 Page	3,350	2,750	2,500
1/3 Page	2,650	2,080	1,850
1/4 Page	2,150	1,590	1,300
1/6 Page	1,800	1,370	1,235

Ask about our special advertorial offer to cities, towns, regions, districts and municipalities.

- ◆ Custom spot colour matched in process
- ◆ For guaranteed positions other than listed below, add 10%
- ◆ All rates are net and in Canadian dollars
- ◆ Rates do not include gst

Production notes:

- ◆ Production charges are included in the rates above for basic prep work.
- ◆ For ads requiring basic layout, the customer must provide:
 1. a mock-up
 2. logo
 3. image (photo) if required and
 4. text.
- ◆ Revisions will be limited to 2 proofs at no charge after which time, an hourly rate or portion of will apply.
- ◆ Charges will apply to extensive design and/or multiple revisions.

SPECIAL POSITIONS

- ◆ Cover space is available on a first-come, first served basis.
- ◆ All special positions are four-colour and non-cancelable.

Outside Back Cover	\$5,600
Inside Front or Back Cover	\$5,000
Premium	\$4,560

GROUP BUY OPPORTUNITIES

Book 2 or more ads within 12 months and receive the following discount off each publication:

- ◆ 2 magazines: 15% discount
- ◆ 3 or more magazines: 20% discount

SPONSORSHIP OPPORTUNITIES

For more information on the benefits of advertising in Invest in BC, call 604-688-2398 today
1-800-208-2011 • kbutler@biv.com

MECHANICAL REQUIREMENTS

WIDTH HEIGHT

Size	Not all sizes available in every publication. (inches)	(inches)
Full-page trim size	8 1/8	10 13/16
Full-page bleed	8 5/8	11 5/16
Type area	7 1/8	9 13/16
2/3 Horizontal	7 1/8	6 1/2
2/3 Vertical	4 11/16	9 13/16
1/2 Horizontal	7 1/8	4 13/16
1/2 Vertical	3 7/16	9 13/16
1/2 Island	4 11/16	7 5/16
1/3 Horizontal	7 1/8	3 1/8
1/3 Square	4 11/16	4 13/16
1/3 Vertical	2 1/4	9 13/16
1/4 Horizontal	7 1/8	2 3/8
1/4 Square	3 7/16	4 13/16
1/6 Vertical	2 1/4	4 13/16
1/6 Horizontal	4 11/16	2 3/8
Double-page spread (with bleed)	16 3/4	11 5/16

TECHNICAL REQUIREMENTS

SUBMISSION GUIDELINES: Please provide (in order of preference): a press-ready PDF or PDFx 1a file, an Illustrator CS3 or lower EPS file with all fonts converted to outlines, a Mac InDesign CS3 file with all supporting files and postscript fonts. Images should be 300 pixels per inch. FTP is available, but please talk to us first. And please supply a proof of your ad.

Note: When supplying logos for our database publications, black and white vector EPS files (such as those created in Adobe Illustrator) are preferred. If you do not have a vector version of your logo please supply a black and white TIFF.

BLEED ADS: Please keep all critical elements 1/2" in from the trim.

PUBLISHED BY:

**BUSINESS
VANCOUVER**



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