

BCTA Website Advertising

The screenshot displays the BCTA website's navigation menu and four advertisement slots. The navigation menu includes: MEMBERSHIP, TRAINING (highlighted), EVENTS, STORE, MEMBERSHIP ROSTER, PORT PASSES, BULLETIN, and a search icon. The advertisement slots are:

- ADVERTISMENT: BCTA's Online Store** - Features a shopping cart icon and images of hazardous goods, out-of-service signs, and vehicle size/weight information.
- ADVERTISMENT: BCTA's Online Training Service** - Promotes 'carriers EDGE' with text: 'Interactive, engaging content designed for all learning styles.' and lists: '90+ titles, with more added all the time', 'Full length courses, shorter refresher titles, and standalone knowledge tests', and 'English, French, and Punjabi courses'.
- ADVERTISMENT: Join the BC Trucking Association** - Shows a computer monitor displaying the BCTA website with a yellow button that says 'YOUR AD HERE!' and the text 'ADVERTISE ON BCTRUCKING.COM' below.
- ADVERTISMENT: BCTA'S RETIREMENT SAVINGS PROGRAM** - Text: 'Attract and retain top talent with a better retirement income roadmap. Click for more information.' with an image of a red truck on a road.

At the bottom of the screenshot is a dark blue footer with the BCTA logo and contact information: 100-20111 93A Avenue, Langley, BC V1M 4A9, 604-888-5319, bcta@bctrucking.com. To the right is a scenic image of a winding road through a forest.

Ads spaces on BCTrucking.com are available exclusively to BCTA members only.

About the Ads:

- Ad spaces are 300 x 250 pixels
- JPEG or PNG file formats only
- Your graphic may link to a webpage of your choosing

Additional Details:

- Your ad will appear on 6 different pages of the BCTA website: Training, Events, Store, Membership Roster, Bulletin, and Job Postings
- The ads have no fixed position and may appear in random order on any given webpage
- Members may book up to 2 months in advance of the first scheduled ad
- If a specific month is preferred, we will do our best to accommodate the request. However, if all spaces for the month are already reserved, we may offer an alternative month.
- There is no tracking of ad views, clicks, or any other data collection

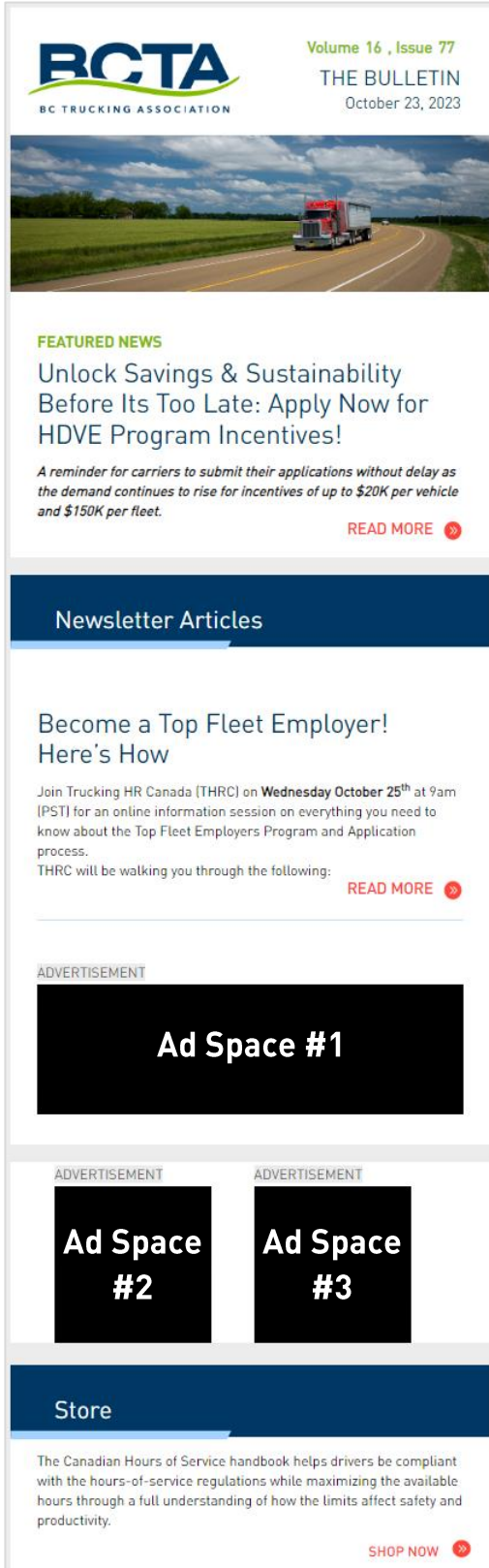
Cost & How to Purchase:

- \$950 (+ applicable taxes) for 1 month of advertising, starting on the 1st business day of the month and ending on the last day of the month (ads will be not changed mid-month)
- To purchase an ad space, please fill out the attached order form and send it to jennifer@bctrucking.com

Terms & Conditions:

- BCTA reserves the right to decline advertisements at our discretion
- BCTA reserves the right to change the format and pricing of our advertising as necessary
- Confirmed advertisements will be invoiced at the rate applicable at the time of booking
- In the case of a format change, confirmed advertisers will be contacted and will have the opportunity to continue or cancel the booking

BCTA Bulletin Newsletter Advertising



The image shows a mockup of a BCTA Bulletin Newsletter cover. At the top left is the BCTA logo (BC TRUCKING ASSOCIATION). To the right, it says 'Volume 16, Issue 77', 'THE BULLETIN', and 'October 23, 2023'. Below this is a photograph of a red semi-truck on a road. Under the photo is a 'FEATURED NEWS' section with the headline 'Unlock Savings & Sustainability Before Its Too Late: Apply Now for HDVE Program Incentives!' and a sub-headline: 'A reminder for carriers to submit their applications without delay as the demand continues to rise for incentives of up to \$20K per vehicle and \$150K per fleet.' A 'READ MORE' button is at the bottom right of this section. Below the featured news is a dark blue bar with the text 'Newsletter Articles'. Underneath is an article titled 'Become a Top Fleet Employer! Here's How' with a sub-headline: 'Join Trucking HR Canada (THRC) on Wednesday October 25th at 9am (PST) for an online information session on everything you need to know about the Top Fleet Employers Program and Application process. THRC will be walking you through the following:' and a 'READ MORE' button. Below the article is an 'ADVERTISEMENT' section with a large black box labeled 'Ad Space #1'. At the bottom are two smaller 'ADVERTISEMENT' boxes labeled 'Ad Space #2' and 'Ad Space #3'. Below these is a dark blue bar with the text 'Store' and a sub-headline: 'The Canadian Hours of Service handbook helps drivers be compliant with the hours-of-service regulations while maximizing the available hours through a full understanding of how the limits affect safety and productivity.' A 'SHOP NOW' button is at the bottom right of the store section.

Ad spaces in the Bulletin Newsletter are available exclusively to BCTA members only.

About the Newsletter:

- The Bulletin is emailed to nearly 1200 subscribers, from over 400 trucking companies and over 200 industry suppliers
- Delivered bi-weekly (with potential exceptions during the summer and at year-end / new year)
- The Bulletin is sent Monday evening, arriving in subscriber inboxes by early Tuesday morning

About the Ads:

- Ad space #1 is 500 x 150 pixels
- Ad spaces #2 and #3 are 200 x 200 pixels
- JPEG or PNG file formats only
- Your graphic may link to a webpage of your choosing

Additional Details:

- Members may book up to 2 months in advance of the first scheduled ad
- If a specific ad space is preferred, we will do our best to accommodate the request. However, if the space is already reserved, we may offer an alternative ad space.
- There is no tracking of ad views, clicks, or any other data collection

Cost & How to Purchase:

- Ad Space #1 is \$700 (+ applicable taxes) for 4 weeks / 4 Bulletin Newsletters
- Ad Space #2 or 3 is \$600 (+ applicable taxes) for 4 weeks / 4 Bulletin Newsletters
- To purchase an ad space, please fill out the attached order form and send it to jennifer@cctrucking.com

Policies:

- BCTA reserves the right to decline advertisements at our discretion
- BCTA reserves the right to change the format and pricing of our advertising as necessary
- Confirmed advertisements will be invoiced at the rate applicable at the time of booking
- In the case of a format change, confirmed advertisers will be contacted and will have the opportunity to continue or cancel the booking

BCTA Advertising Order Form

CONTACT INFORMATION

Company:	Contact:
Email Address:	Phone Number:
Street Address:	
City/Prov:	Postal Code:

AD DETAILS

BCTA Bulletin Newsletter Ad	4 weeks / 4 Bulletin newsletters	
Preferred ad space:	<input type="checkbox"/> Bulletin Ad Space #1 (500 x 150)	\$700 (+ tax)
	<input type="checkbox"/> Bulletin Ad Space #2 or #3 (200 x 200)	\$600 (+ tax)
Ad URL:		
BCTA Website Ad	1 Month (from 1 st business day of month to last day of month)	
	<input type="checkbox"/> Website Ad (300 x 250)	\$950 (+ tax)
Preferred month(s):		
Ad URL:		

Please note that 5% GST and 7% PST will be added to the rates above. Members will be invoiced at the rate applicable at the time of booking. Invoices are payable within 30 days by Visa, MasterCard, Amex, or Cheque.

PAYMENT METHOD

<input type="checkbox"/> Invoice (BCTA members only)	<input type="checkbox"/> Credit Card	
Credit Card Number:	Cardholder Name:	
Email Receipt:	Expiry:	CVV#:

POLICIES

Confirmation Policy: BCTA will confirm receipt of your advertising order form via email within one (1) week of receiving your completed form.

Cancellation Policy: Cancellations will be accepted only if BCTA is advised of the need to cancel at least two (2) weeks in advance of the distribution date. After that time, 100% of the advertising placement fee will be payable.

For more information: Contact Jennifer Cameron, BCTA Operations Coordinator, at 604-888-5319 ext. 212, or email jennifer@cctrucking.com.

TO SUBMIT YOUR ADVERTISING ORDER FORM: Attach this order form as well as your ad (JPEG or PNG files only) to an email addressed to jennifer@cctrucking.com.



100 – 20111 93A Avenue
Langley, BC V1M 4A9
e bcta@cctrucking.com
t 604 888 5319 f 604 888 2941
toll free 1 800 565 2282
bctrucking.com