

Contact:

Maria Capostinsky

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Advertising Rate Card

Quarterly Magazine - 1,000 copies per issue

Deadlines: Dec 22, Mar 30, Jun 30, Sept 30

Ad Space	Image area	Single Issue	Four Issues
Full Page	8.25" w x 11" h	\$480	\$1730
Full Page - Back Cover	8.25" w x 11" h	\$960	#3460
Full Page - Inside Cover	8.25" w x 11" h	\$720	\$2590
Half Page	8.25" w x 4.34" h	\$360	\$1300
Quarter Page - <i>vertical</i>	2.5" w x 4.1/8" h	\$240	\$860
Quarter Page - <i>horizontal</i>	5.3/8" w x 2.5/8" h	\$240	\$860
Business Card	2.5" w x 2.5" h	\$120	\$430
Inserts - (1000 copies required) single flat page, double sided	8.5" w x 11" h	\$480	\$1730

Web site

Deadlines: Dec 30, Mar 30, Jun 30, Sept 30

Ad Space	Image area	Three Months	One Year
Tile	187 px w x 187 px h	\$420	\$1510
Banner	333 px w x 72 px h	\$660	\$2380
Vertical	187 px w x 374 px h	\$900	\$3240

Membership Directory - with more than 500 listings

Deadline: Sept 30 (annually)

Ad Space	Image Area	One Year
Full page	5" w x 8" h	\$1920
1/2 Page	5" w x 4" h	\$1200

One-Year Package Rates

Deadline: Sept 30 (annually)

Package	Newsletter	Web site	Directory	One Year
Gold	Full page (inside)	Vertical	Full Page	\$5510
Silver	1/2 Page	Banner	1/2 Page	\$3900
Bronze	1/4 Page	Tile	1/2 Page	\$2860

Email Circulation - to membership

	One time
Flyer in PDF format required	\$350

- Graphic design services - extra charge
- All rates subject to 5% GST (R# 106777659)
- Prices are in effect starting July 2008 and may be subject to change
- Ad sizes may be adjusted to fit
- Non-member rate: Add 25%
- Annual Membership must be paid in full

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Why advertise with BC Care Providers?

There is no better, more affordable way to reach this specialized sector than by advertising with the BC Care Providers Association.

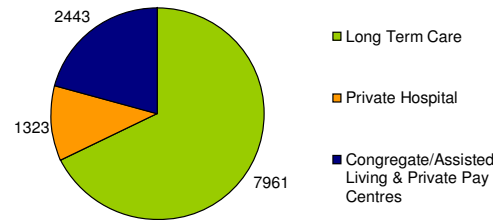
The world of care providers is a world of change and growth, a political world as well as a deeply personal world. Our audience includes care providers who manage continuing care facilities and home care agencies plus mainstream media and community reporters. We interact with the academic and community including colleges, universities and research centres as well as builders, architects and construction firms. Most importantly, our primary reach is to seniors and people in care, their families and loved ones, as well as the administrators, staff, care professionals and residential councils who oversee their care.

Who are members with the BC Care Providers Association?

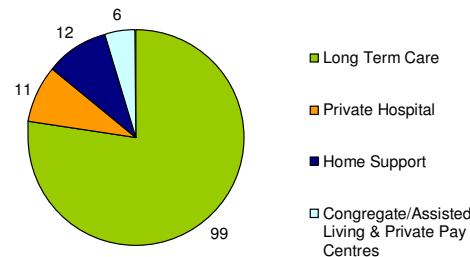
Our members represent the full Continuum of Care:

- Long Term Care
- Home Support
- Licensed Private Pay
- Congregate & Assisted Living

Number of Beds or Units - **11,727**



Number of Members - **128**



Facts:

- BC Care Providers represent more than 10,000 beds and one-third of all long term care beds
- Members have more than \$1.4 billion in capital investment
- Members employ more than 8,000 workers
- Home Support members provide service to more than 10,000 clients annually
- Many members have been in operation 20+ years
- Providers have a wealth of experience, knowledge, and are leaders in innovation
- BC's Community Care budget exceeds \$1.5 billion, which is on par with the fifth largest Ministry