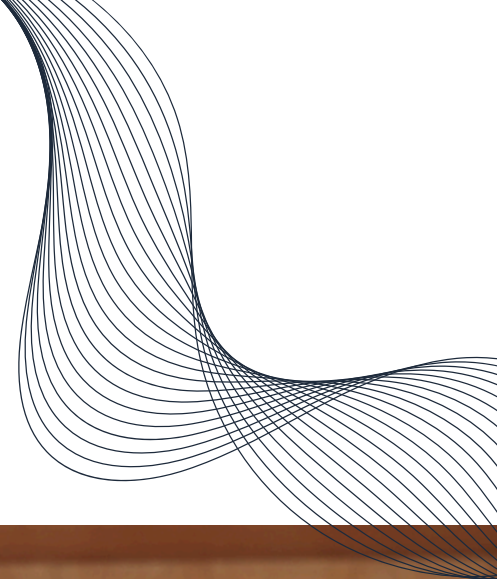


ADVERTISING OPPORTUNITIES



Grow your
organization
with us





870 +
Subscribers



7,600 +
Visitors/month



860 +
Followers



1,280 +
Followers



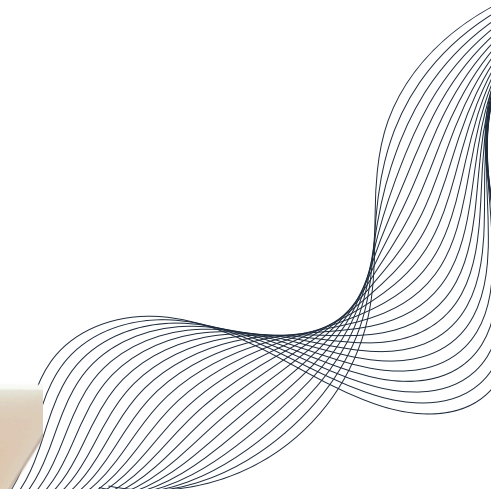
AMPLIFY YOUR IMPACT WITH BCPA!

Discover our online advertising opportunities tailored to fit any budget.

Connect directly with over 780 psychologists through our targeted platforms.

- Employment and volunteering Opportunities
- Services Offered
- Office Space
- Professional Development events
- Courses On-Demand
- Equipment and Supplies
- Business Opportunities
- Psychological Tests and Materials for Sale
- Grants and Funding Opportunities and more!

Whatever your needs, our platform provides the ideal space to reach your target market effectively!



WEEKLY NEWSLETTER

We send a weekly email to members with updates & announcements and paid advertising, such as events and job postings. Our newsletter has a reach of over 870 psychologists, students, and professors in BC.



78% +
Open rate



14% +
Click rate



Weekly
on Mondays

WEEKLY NEWSLETTER

Technical Specifications and Submission Requirements

We feature 3 ads per newsletter, so please book well in advance to secure your spot.

Start by filling out our **advertising booking form**.

Text Content:

- Word Limit: Maximum of 200 words
- Headline: Include a clear and engaging headline
- Format: Submit text in .doc or similar formats

Images:

- Formats: .JPEG or .PNG
- Resolution: Ensure images are high-quality

Submission:

- Email: Attach your documents and send them to communications@psychologists.b.c.ca.

Deadline: All content must be received at least one week before the publication date. Late submissions may not be processed in time for inclusion in the newsletter.

NEW! We are introducing a fresh advertising tier, catering to those seeking the prime advertising spotlight. You can now book top, middle, or bottom ad placement.

Member Rates

Regular Rates

Bottom Position

1 issue: \$112
2 issues: \$205
4 issues: \$375

Bottom Position

1 issue: \$150
2 issues: \$275
4 issues: \$500

Middle Position

1 issue: \$130
2 issues: \$240
4 issues: \$450

Middle Position

1 issue: \$175
2 issues: \$320
4 issues: \$600

Top Position

1 issue: \$150
2 issues: \$275
4 issues: \$525

Top Position

1 issue: \$200
2 issues: \$365
4 issues: \$700

Note: The prices listed do not include GST. A 5% GST will be added to all invoices.

MONTHLY WEBPOST

Our website and app provide a unique opportunity to expand your brand's reach and connect with a broader audience. With homepage and landing page placement, our advertising effectively targets your desired audience.

Member
Rates
\$ 170

Regular
Rates
\$ 225

Note: The prices listed do not include GST. A 5% GST will be added to all invoices.

Technical Specifications and Submission Requirements.

Start by filling out our **advertising booking form**.

Text Content:

- Word Limit: Maximum of 200 words
- Headline: Include a clear and engaging headline
- Format: Submit text in .doc or similar formats

Images:

- Formats: .JPEG or .PNG
- Resolution: Ensure images are high-quality

Submission:

- Email: Attach your documents and send them to communications@psychologists.bc.ca.



SOCIAL MEDIA

Member Rates
\$ 150

Regular Rates
\$ 175

Note: The prices listed do not include GST. A 5% GST will be added to all invoices.

Maximize your reach with two posts every other week on our LinkedIn and X accounts. Connect with professionals and potential customers right within your niche!

SPECIAL OFFER: BOOK MORE, SAVE MORE!

Book 2 Items and Save 15% on the total amount!

Example Member Rate: 2 issues of the newsletter (middle position) + 1 monthly web post = \$318.75

Book 3 Items and Save 20%!

Example Regular Rate: 1 issue of the newsletter + 1 monthly web post + 1 social media combo = \$467.50

Take advantage of these discounts and maximize your visibility with our comprehensive advertising packages!

Book your advertising now!



Scan the QR code or click here



Do you have questions?

Contact us at communications@psychologists.bc.ca.

