

# TRIATHLON BC

## eNEWS ADVERTISING RATE CARD



Ignite Your Brand! With over 27,000 subscribers and unsurpassed opening rates, advertising in Triathlon BC's eNews makes cents!

Tap directly into the inboxes of British Columbia's most driven consumers! Triathlon BC's monthly Member Update is your express lane to reaching affluent, health-conscious, and performance-oriented athletes, dedicated coaches, and passionate race fans. Secure your spot in the province's premier multisport eNews, delivered fresh on the first week of every month.

## ADVERTISE WITH TRIATHLON BC

**DIGITAL MEDIA!** Our electronic eNews is delivered in the first day of each month throughout the year to subscribers across the province, and as far away as Central America and Europe!

**MEMBERSHIP DISTRIBUTION:** Reach out and engage with an audience of over 27,000 avid multisport athletes that actively participate in regular training, competition, fitness and health, with a keen interest in endurance multisport and optimizing health and longevity!

**RACES, COURSES, CLINICS & QUALIFYING OPPORTUNITIES:** With a changing variety of articles, our eNews is engaging, and boasts an average opening rate of over 67% in 2025 – industry leading!

## ARTWORK REQUIREMENTS

1. Acceptable file formats: JPEG, EPS or TIF (minimum 300dpi resolution). *Low resolution submissions will not be accepted.*
2. When transmitting files by email, please keep file size below 5MB.
3. Artwork can be emailed directly to [allan@tribc.org](mailto:allan@tribc.org).

## BOOKING ELECTRONIC AD SPACE

For more information, or to book ad space, please contact Triathlon BC at [info@tribc.org](mailto:info@tribc.org). **Ad booking deadline is the 25<sup>th</sup> of each month.**



### ELECTRONIC ADSPACE

Monthly embedded ad & direct web link: \$200.00

### DISCOUNTS

World Qualifiers, Provincial Championship & Series Events receive an instant 15% discount for all new bookings.

### AD SIZE

### WIDTH" x HEIGHT"

Banner advertisements offer a cost-effective channel to showcase your event or products to a vast and highly relevant audience. This targeted approach drives significant brand recognition among users who have already demonstrated engagement in multisport activities.



**Leaderboard Banner** – 1200 pixels wide by 310 pixels tall  
**Slim Banner** – 900 pixels wide by 115 pixels tall

*Where required, ads will be trimmed to fit.*