

# TRIATHLONBC

## 2022 eNEWS ADVERTISING RATE CARD



With well over 12,000 active subscribers and unsurpassed opening rates, advertising in Triathlon BC's eNews makes cents!

Reach thousands of multisport enthusiasts in BC, Triathlon BC's monthly Member Update is a sure-fire way to capture the attention of British Columbia's affluent, health-conscious, performance-oriented fitness enthusiasts, coaches and race fans! Triathlon BC's eNews is curated and distributed to inboxes across the province in the first week of each month.

## ADVERTISE WITH TRIATHLON BC

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

**MEMBERSHIP DISTRIBUTION:** Reach out and engage with an audience of over 12,400 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 60% in 2022 – industry leading!

## ARTWORK REQUIREMENTS

1. Acceptable file formats: JPEG, EPS or TIF (minimum 350dpi resolution). *Low resolution submissions will not be accepted.*
2. When transmitting files by email, please keep file size below 5MB.
3. Artwork can be emails 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:

**Digital Ad booking deadline is the 20<sup>th</sup> of each month.**

### ELECTRONIC ADSPACE (PER MONTH)

Embedded ad & direct link: \$150.00

### DISCOUNTS

World Qualifiers, Provincial Championship & SuperSeries Events receive a 10% discount for new bookings.

## AD SIZE                      WIDTH"                      HEIGHT"

Banner ads are a cost-effective way to showcase your event or products to a massive and relevant audience, helping with brand recognition with users that have already engaged in multisport.



- Mobile Leaderboard** – 320 pixels wide by 50 pixels tall
- Banner** – 468 pixels wide by 60 pixels tall
- Half Banner** – 234 pixels wide by 60 pixels tall

Where required, ads will be trimmed to fit.

Ad space must be paid for prior to promotions.



t. (604) 736-3176

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