

TRIATHLON BC

2023 eNEWS ADVERTISING RATE CARD



With well over 15,000 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 15,200 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 62% in 2023 – 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.

BOOKING ELECTRONIC AD SPACE

For more information, or to book ad space, please contact Triathlon BC at:

Digital Ad booking deadline is the 20th of each month.

ELECTRONIC ADSPACE (PER MONTH)

Embedded ad & direct link: \$200.00

DISCOUNTS

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

AD SIZE WIDTH" x 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 – 400 pixels wide by 400 pixels tall
Banner – 1400 pixels wide by 280 pixels tall
Half Banner – 1400 pixels wide by 140 pixels tall

Where required, ads will be trimmed to fit.

Ad space must be paid for prior to promotions.



t. (604) 736-3176

Triathlon BC
PO Box 34098 Station D, Vancouver, BC, V6J 4M1
www.tribc.org

info@tribc.org