

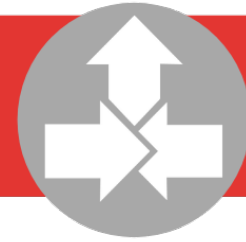


# **2022 ADVERTISING OPPORTUNITIES**

# Contents

ADVERTISING WITH APBOT .....	3
SHOP LOCAL GUIDE – 2022 MEMBER DIRECTORY .....	4
APBOARDOFTRADE.COM .....	5
EBULLETIN & WEEKLY EVENTS CALENDAR .....	7
MONTHLY EBULLETIN .....	8
WEEKLY EVENT CALENDAR.....	10
BUNDLE FOR EVEN BETTER PRICING!.....	11
FREE ADVERTISING OPPORTUNITIES .....	12

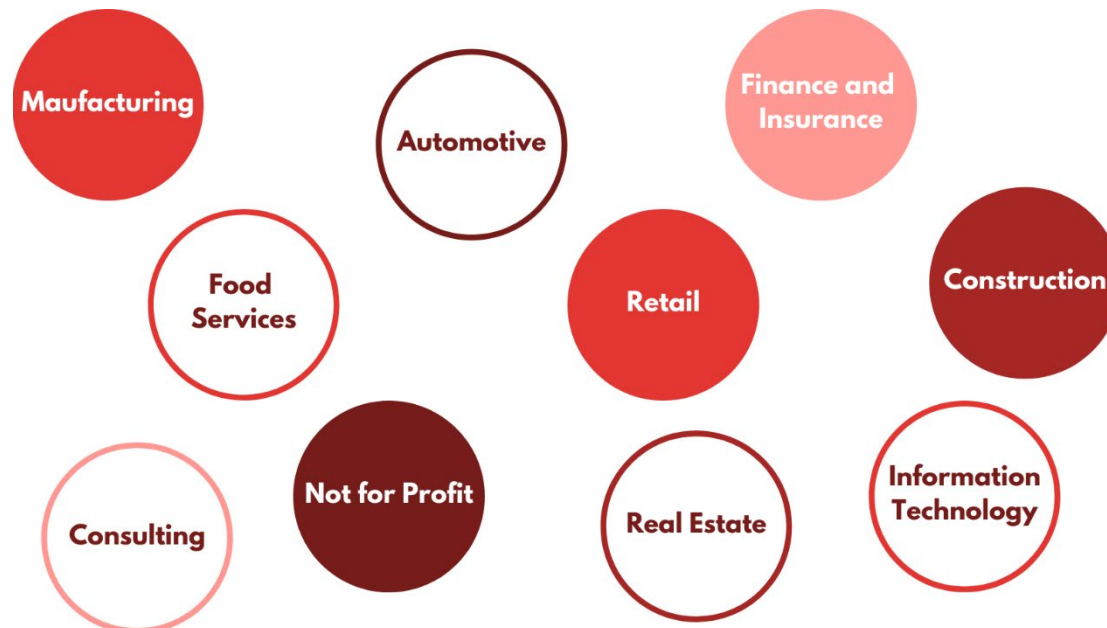
# ADVERTISING WITH APBOT



## YOUR BEST INVESTMENT YET

The Ajax-Pickering Board of Trade (APBOT) represents a diverse array of business sectors ranging from small to large organizations. As the voice of business in the Ajax and Pickering community, APBOT thrives to support our members in any and every way we can. By choosing to advertise with us, you are promoting your business to a network of Like-minded members and other non-member businesses and organizations as well. From traditional print, to web, to email advertising, the Board of Trade has a wide variety of opportunities to meet your budget and ensure maximum recognition and value.

## REPRESENTING A DIVERSE ARRAY OF BUSINESS SECTORS (*examples*)



For more information about APBOT advertising opportunities, contact [bulletin@apboardoftrade.com](mailto:bulletin@apboardoftrade.com)

# SHOP LOCAL GUIDE – 2022 MEMBER DIRECTORY



Brought to you by the Ajax-Pickering Board of Trade, Clarington Board of Trade, and Whitby Chamber of Commerce, this membership directory intends to inspire local business support. This is an annual printed publication that is mailed to members in March.

## **DETAILS:**

Approximately 2000 copies will be printed

- Members who join the Ajax-Pickering Board of Trade after January 31, 2022 will not be listed in the 2022 Shop Local Guide
- Ad purchasers are responsible for their own ad design
- Ads are required in a JPEG or PDF format
- Ads must be paid for in full prior to printing of publication
- Ads must be submitted by January 31, 2022

## **BONUS OFFERS:**

Purchase a Full or Half Page ad and receive:

- FREE side-bar ad on the APBOT website for a quarterly period (*\$425 value*)
- Opportunity to purchase box ad in the monthly eBulletin AND weekly event calendar for 6 months at the deeply discounted price of \$200 (*\$700 value*)

Purchase a 1/4 or 1/8 Page ad and receive:

- Opportunity to purchase box ad in the monthly eBulletin AND weekly event calendar for 6 months at the deeply discounted price of \$200 (*\$700 value*)

**To purchase ad space in the Shop Local Guide contact Lisa Mele [apbotshoplocalguide@gmail.com](mailto:apbotshoplocalguide@gmail.com) (for all other APBOT advertising opportunities, contact [bulletin@apboardoftrade.com](mailto:bulletin@apboardoftrade.com)).**



With thousands of monthly visitors, the APBOT website is the perfect place to promote your business!

Displaying an ad on [www.apboardoftrade.com](http://www.apboardoftrade.com) gives our members incredible exposure that is great for branding, promoting, and marketing a new product or service. Through our responsive, mobile-friendly site, your ad will have full functioning interactive ability to enhance your presence - giving you the best value and the greatest return.

## **DETAILS:**

- Box ads scroll through a single spot on the website; a maximum of 10 advertisements are posted
- Space is limited; advertisements will be accepted on a first-come, first-served basis
- All payments to be received prior to the posting of advertisement
- Advertiser given 'right of first refusal' to renew ad when scheduled term completed
- \$25 administration fee for change in ad during the scheduled term
- Cost of advertisement does not include production of artwork; if design assistance required, please contact APBOT for quote

Monthly Active Users: average 2200

Monthly Sessions: average 2900



## SIDE-BAR AD

300 x 300 px | Full RGB Web Colour Standards | 72 Resolution

Monthly | \$150

Quarterly | \$425

Annually | \$1600

NOTE: ads are not able to be displayed on the event calendar or registration pages – these spaces are reserved for event sponsors only. Side-bar ads will loop from homepage to subpages.

The screenshot shows the website for the Ajax-Pickering Board of Trade. At the top left is the logo with the tagline "Working for you and your business". To the right are search and language selection options, and a phone number: 905-686-0883. A navigation bar includes links for HOME, EVENTS, NEWS, MEMBER CENTRE (highlighted), JOIN NOW, ABOUT, SERVICES, and CONTACT. Below this is a "Premier Partners" section with logos for Bell, Boyer, LIVE, elexicon, HUBBELL, McGovern Hurley, ONTARIO POWER GENERATION, SAFRAN, TD, and IWK. The main content area is titled "MEMBER CENTRE" and lists several links: Membership Directory, RAP Program, View/Pay my Invoices, Member to Member (Savings & Opportunities), Update Your Profile, Members' Code of Conduct, and Advertising. On the right side of the main content area, there is a vertical sidebar with buttons for "Upcoming Events", "News Room", "Search Members", and "JOIN NOW!". At the bottom of this sidebar is a red advertisement box with the text "ADVERTISE YOUR BUSINESS WITH APBOT" and a link to "CLICK HERE TO LEARN MORE".

For more information about APBOT advertising opportunities, contact [bulletin@apboardoftrade.com](mailto:bulletin@apboardoftrade.com)

# EBULLETIN & WEEKLY EVENTS CALENDAR



The APBOT electronic newsletter, otherwise known as the e-bulletin, is distributed monthly to a distribution list of more than 1400 members and non-members. This newsletter is distributed as a free benefit of membership and includes member news and promotions, Board event news and announcements, and recognition of new members. In amongst the newsletter articles is the opportunity for our members to place their digital advertisement.

The APBOT Weekly Events Calendar is distributed to the same list as noted above and includes information on upcoming events.

## DETAILS:

- Box ads in the eBulletin follow the first article; a maximum of 6 advertisements are posted
- Box ads in the Weekly Calendar follow the Upcoming Events list; a maximum of 6 advertisements are posted
- All payments to be received prior to the posting of advertisement
- Renewal of ad subject to approval
- It is the responsibility of the advertiser to provide digital-ready artwork. Cost of advertisement does not include production of artwork; if design assistance required, please contact APBOT for quote
- Space is limited; advertisements will be accepted on a first-come, first-served basis

**Distribution:** 1400+ members and non-members

**Frequency:** eBulletin published on the first Wednesday of each month (excluding holidays)

Weekly Event Calendar published each Tuesday (excluding holidays)

**Open Rate Average:** 38%

**Click Through Rate Average:** 11%

For more information about APBOT advertising opportunities, contact [bulletin@apboardoftrade.com](mailto:bulletin@apboardoftrade.com)

# MONTHLY EBULLETIN



## EBULLETIN BOX AD

**600 x 600 px | RBG Web Colour Standards | 72 Res.**

NOTE: Ads appear as approximately 300 x 300 px, but larger size is requested to protect quality

Monthly | \$50  
 Quarterly | \$140  
 Annually | \$500

## EBULLETIN BANNER AD

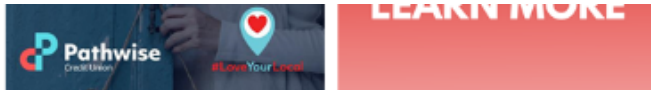
**1200 x 200 px | RBG Web Colour Standards | 72 Res.**

NOTE: Ads actually appear as approximately 600 x 100 px, but larger size is requested to protect quality

Monthly | \$60  
 Quarterly | \$170  
 Annually | \$650



# MONTHLY EBULLETIN



Your Article Here



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Lorem ipsum dolor sit amet, consectetur adipiscing elit.

This advertisement was shared on behalf of a member of the APBOT.

APBOT Welcomes New Members - October



Call Time Rental

Dog Paddle K9 Aquatics/ Indoor Dog Pool

find all our members in the [online directory!](#)

## EBULLETIN ARTICLE AD

200 x 200 px | RGB Web Colour Standards | 72 Res.

Submit up to 100 words describing your event or promotion. You may also include a link to your webpage or registration page.

\*limited to two ads per eBulletin

Per eBulletin | \$100

# WEEKLY EVENT CALENDAR



The screenshot displays the AJAX-PICKERING Board of Trade website. At the top, the logo features a stylized 'A' and 'P' with arrows. Below the logo is a navigation bar with a search icon. The main content area is titled 'Upcoming Events' and contains a table with two columns: 'Date' and 'Event'. The table lists three events: a '2022 Shop Local Guide' purchase link, a 'General Meeting & Networking Breakfast' on Tuesday, November 9, and 'Social Networking - 5 Pin Bowling' on Thursday, November 25. A fourth event, 'AGM & Christmas Lunich', is listed for Thursday, December 9. Below the table is a 'Scroll down for full event details.' link. At the bottom of the screenshot, there are two promotional banners. The left banner is for a 'WEBINAR ALERT' about a 'LIVE Q & A SESSION WITH MICROAGE EXPERTS' on November 18, 2021. The right banner is for 'Do it in Durham' during 'Entrepreneurship Week 2021' (Nov 8-14), featuring '35+ Virtual Business Events' and a list of speakers.

Date	Event
2022 Shop Local Guide	Purchase your Ad Space Now!
Tuesday, November 9 7:30 to 9:30 a.m. <b>In-Person Event</b>	General Meeting & Networking Breakfast
Thursday, November 25 12:30 to 3:30 p.m. <b>In-Person Event</b>	Social Networking - 5 Pin Bowling sponsored by Casino Ajax
Thursday, December 9 10:45 a.m. to 2:00 p.m. <b>In-Person Event</b>	AGM & Christmas Lunich sponsored by CLG

Scroll down for full event details.

## WEEKLY EVENT CALENDAR BOX AD

600 x 600 px | RGB Web Colour Standards | 72 Res.

NOTE: Ads appear as approximately 300 x 300 px, but larger size is requested to protect quality

Weekly | \$25

Monthly | \$95

Annually | \$1000

## WEEKLY EVENT CALENDAR BANNER AD

1200 x 200 px | RGB Web Colour Standards | 72 Res.

NOTE: Ads appear as approximately 600 x 100 px, but larger size is requested to protect quality

Weekly | \$30

Monthly | \$110

Annually | \$1200

## BUNDLE FOR EVEN BETTER PRICING!



### **EBULLETIN & WEEKLY EVENT CALENDAR BOX AD**

**600 x 600 px | RGB Web Colour Standards | 72 Res.**

NOTE: Ads appear as approximately 300 x 300 px, but larger size is requested to protect quality

Monthly | \$125  
Quarterly | \$350  
Annually | \$1300

### **EBULLETIN & WEEKLY EVENT CALENDAR BANNER AD**

**1200 x 200 px | RGB Web Colour Standards | 72 Res.**

NOTE: Ads appear as approximately 600 x 100 px, but larger size is requested to protect quality

Monthly | \$150  
Quarterly | \$425  
Annually | \$1500

# FREE ADVERTISING OPPORTUNITIES



The Ajax-Pickering Board of Trade offers a number of free advertising opportunities to our members.

## Shop a Member – Support a Member

Promote your business or organization in our new monthly Shop a Member - Support a Member communications piece!

Each month, members in good standing are invited to send up to 100-words describing their promotion, event, or announcement, along with an accompanying 300x300px graphic or logo. Presence in back-to-back monthly emails may depend on demand. Email your offer to [bulletin@apboardoftrade.com](mailto:bulletin@apboardoftrade.com) with the subject line 'Shop a Member'.

## Community Calendar

Share your upcoming promotions and events in the Community Calendar.

To submit your event, visit [apboardoftrade.com/events/community-calendar](http://apboardoftrade.com/events/community-calendar). You must be logged in to your profile to submit. In order to provide the most value to our users, Ajax-Pickering Board of Trade reserves the right to review, approve, and edit all submitted listings. Use of this free service does not guarantee a listing

## Member 2 Member Savings

The Ajax-Pickering Board of Trade's [Member-to-Member Savings](#) section is the place to highlight exclusive offers by and for members only.

If your organization would like to expand your business by offering a discount to other members, please log into your [apboardoftrade.com](http://apboardoftrade.com) profile and update your special offer (found under Online Listing in the 'My Organization' section or your profile) Offers should be available to members on an ongoing basis and exclusive to Board of Trade members.

All costs associated in this outline are based on Ajax-Pickering Board of Trade (APBOT) membership, and are subject to HST.

For more information regarding Advertising Opportunities with APBOT, contact [bulletin@apboardoftrade.com](mailto:bulletin@apboardoftrade.com).