



Paid Promotion Opportunities with Business Canterbury

Thank you for your interest in paid promotion opportunities with Business Canterbury. As the home and voice of Canterbury business, we offer unique opportunities to connect and engage with Canterbury businesses through a wide range of channels including:

- EDMs
- Social Media
- Website Blog
- Reception Area Display Reel
- Bold Company Website Digital Advertising and 'Ask an Expert' Content

Read through our offerings and get in touch if you are interested in placing a paid promotion or would like more information.

Please note:

- All content will be reviewed by our editorial team, with any edits sent back to you for approval before publishing.
- Content will be tagged as 'Paid content.'
- Upon approval of advertising placement, an invoice will be sent to you, with payment required within seven days to secure your booking. Payment can be made via online banking or via credit card.
- There is a minimum three-week turnaround time for all channels.

If you are unsure about which option best suits your promotion objectives, please contact Business Canterbury Brand Marketing Specialist Hannah Weeds: hannahw@businesscanterbury.co.nz

EDMs

We have three regular EDMs available to advertise in. Only one advertisement will be included in any edition. Content can either be a banner/tile (approx. 1920px wide and 650px high), or text (approx. 100 words).

Latest Word

Latest Word is a fortnightly e-newsletter from our Chief Executive that is distributed to senior level staff of our member organisations. Ideal for advertisers wanting to connect with key decision-makers in the Canterbury business community.

- Audience size: 3,000+
- Average Open Rate: 35.5%
- Average CTR: 12.8%
- Average CR: 4.6%

\$1000+GST (Member)

\$1400+GST (Non-member)

HR Insights

HR Insights is a fortnightly e-newsletter from our HR Advisor that provides an update on key HR/ER issues. It has a high level of engagement among those with an interest in HR/ER including HR practitioners, small business owners and managers.

Audience size: 500+

Average Open Rate: 50.9%

Average CTR: 16.03%

Average CR: 8.2%

\$750+GST (Member)

\$1050+GST (Non-member)

Handpicked

Handpicked is our fortnightly EDM that pulls together custom content based on our subscribers' areas of interest. The audience is broader than our other EDMS, but the content is highly targeted. The content is typically focussed events, training, and articles of interest from our blog that align with the subscriber's interests.

Audience size: 3400+

Average Open Rate: 41.75%

Average CTR: 18.37%

Average CR: 7.71%

\$750+GST (Member)

\$1050+GST (Non-member)

Social Media

Get the attention of our followers on LinkedIn and Facebook with paid promotion on our social channels. You supply the text and an image. We will post and tag your organisation on both LinkedIn and Facebook.

Audience: LinkedIn: 4800+, Facebook: 4700+

\$950 + GST per combo (Member)

\$1330 + GST per combo (Non-member)

Business Canterbury Website Blog

Our [Business Canterbury blog](#) covers a range of topics for a business audience. There is an opportunity to share editorial content, which is then also shared as a post on our Facebook page.

Editorial content needs to be 400-500 words, have a 'news' angle, be non-advertorial and targeted to a business audience. Please include a short headline and image (landscape orientation without text).

\$1200 + GST per blog article + FB post (Member)

\$1680 + GST per blog article + FB post (Non-member)

Business Canterbury Reception Display Reel

Our reception video reel plays on a continuous loop and is located at eye-level directly in front of our reception waiting area. Paid promotion placements are for a full calendar month.

Ad dimensions 1920 x 1080 pixels

\$450+GST per month (Member)

\$630+GST per month (Non-member)

For questions or to place an ad, contact Business Canterbury
Brand Marketing Specialist Hannah Weeds:
hannahw@businesscanterbury.co.nz

Bold Company Podcast

Our newly launched podcast is all about telling the stories of Canterbury businesses and the people behind them - tales of innovation, determination, success and lessons learned. 10 episodes per season.

Season sponsorship: \$7,500 (Member)
\$10,500 (Non-member)

Apologies, this sponsorship is sold. Enquire about joining the waitlist.

Bold Company Website - Intro Offer

We're excited to announce that we have launched boldcompany.co.nz - a website to share what's happening in the Canterbury business community and to showcase local businesses. We are off to a great start with a growing audience. As our followers continue to build, we are offering introductory rates on digital ads throughout the site, as well as content for our 'Ask the Expert' section.

You provide the finished ad in the specified dimensions along with a link.
Ads on random rotation (maximum of five ads). Ads run for a full calendar month.

Homepage middle (rotating):
\$1200+GST (Member), \$1,680+GST (Non-member)
1200 x 120 pixels

Homepage end medium (rotating):
\$1000+GST (Member), \$1400+GST (Non-member)
300 x 250 pixels

Post pages wide skyscraper (rotating):
Position 1: \$1500+GST per month (Member), \$2100+GST (Non-member)
Position 2: \$1000+ GST per month (Member), \$1400+GST (Non-member)
160 x 600 pixels

News post page end (rotating): \$800+GST per month (Member), \$1,120+GST (Non-Member)
1200 x 120 pixels

Ask the Expert post
Supplied copy for a Q&A section, including up to five questions. Subject needs to be relevant to local business community and non-advertorial. Image to be supplied.
\$1200+GST (Member), \$1680+GST (Non-member)