

Advertising Rate Card

BC Job Search Guide 2024 Edition



Published by the BC Labour Market Report
www.LabourMarketOnline.com

REACH 65,000 PREQUALIFIED INDIVIDUALS

Since it was founded in 1999, the **BC Labour Market Report** has established an audience of more than 6,500 career professionals, who are providing employment and career counselling services to tens of thousands of job seekers as well as students in secondary schools, colleges and universities. These professionals are employed in government-funded employment programs; directing individuals to resources in libraries; and assisting individuals in organizations focused on the needs of Indigenous Canadians, immigrants, those with disabilities, women and youth.

This group of professionals assist an estimated 61,000 job seekers, 9,000 secondary school students and 110,000 students in college and university. Distributing both print and electronic copies throughout our network, we estimate throughout the course of 2024, the BC Job Search Guide will be read by 65,000 individuals.

Advertising in the 2024 BC Job Search Guide

	Full Price	Discount Price by Oct. 12, 2023
Double Full-Page Advertisement (42.0cm x 27.5cm)	\$2,995.00	\$2,245.00
Single Full-Page Advertisement (21.0cm x 27.5cm)	\$1,795.00	\$1,345.00
Half-Page Advertisement (Horizontal) (21.0cm x 13.75cm)	\$995.00	\$745.00
Half-Page Advertisement (Vertical) (10.25cm x 27.5cm)	\$995.00	\$745.00
Quarter-Page Advertisement (Horizontal) (21.0cm x 6.875cm)	\$695.00	\$520.00
Quarter-Page Advertisement (Vertical) (10.25cm x 13.75cm)	\$695.00	\$520.00
Eighth-Page Advertisement (10.25cm x 6.875cm)	\$495.00	\$370.00
Sixteenth-Page Advertisement (10.25cm x 3.45cm)	\$295.00	\$220.00

Distribution Network

Gov.-Funded Empl. Programs —30%

Public Secondary Schools—24%

Libraries—15%

8% Immigrant Organizations

7% Aboriginal Organizations

6% Elected Officials

5% Disability Organizations

5% Private Secondary Schools

Multiple print and PDF copies of the **BC Job Search Guide** will be distributed to approximately 6,500 career guidance professionals employed in 1,642 employment centres, schools, libraries and other offices.

Timeline for the 2024 BC Job Search Guide

Date	Topic
October 12, 2023	Deadline for the 25% Discount on Advertising Rates
October 19, 2023	Deadline to submit advertisements
November 9, 2023	BC Job Search Guide shipped to organizations
November 15, 2023	Official Launch of the Job Search Guide

Terms and Conditions

- Content and Design:** Content and design of all advertising and inserts must be acceptable to the BC Labour Market Report, which reserves the right to postpone or refuse, without penalty, publication of any advertisement or insert.
- Production & Extra Charges:** Rates quoted are for space only. Extra charges apply if ad must be created, altered or does not comply with mechanical requirements. Charges available on request. All material used to make up the ad must be supplied by the space closing date.
- Cancellations and Liability for Error:** A 50% cancellation fee will be charged for cancellation of an existing advertisement up until the Advertising Deadline after which no refund is possible. Covers are non-cancellable.
- Rates:** All rates are NET and in Canadian dollars. Rates do not include applicable taxes.
- Terms of Payment:** Payment is due within 30 days of the order being placed. Advertisers will be invoiced.
- Assembly:** InDesign CC in a Mac environment. Ad content created on the Windows® platform should have type converted to outlines before exporting or saving as a PDF file.
- Submissions:** Images to be reproduced in the magazine should have a resolution of at least 300 DPI. We are unable to assure the print quality of images that have a resolution lower than 300 DPI.

Advertising Orders

Visit: www.labourmarketonline.com/bcjsg
and submit your advertisement using the submission form

More information:

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www.LabourMarketOnline.com
Email: bclmr@outlook.com
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