

Online Display Ads

Top Banners

Each banner will be sold in rotation of up to four advertisers.

		Open Rate	6 Months	12 Months
Home Page	728 x 90	\$550	\$519	\$440
News Page	728 x 90	\$500	\$472	\$400
Focus Section	728 x 90	\$550	\$519	\$440

Bottom Banners

Each banner will be sold in rotation of up to four advertisers

		Open Rate	6 Months	12 Months
Home Page	728 x 90	\$464	\$438	\$371
News Page	728 x 90	\$428	\$404	\$343
Focus Section	728 x 90	\$464	\$438	\$371

In-Story Banners

Each banner will be sold in rotation of up to four advertisers

		Open Rate	6 Months	12 Months
	530 x 90	\$550	\$519	\$440

Placement exclusivity available. Contact your representative for rate.
 Online display ad dimensions are stated in pixels wide x pixels tall.
 All rates are quoted **per month** for online advertising.

Billing & Payment

Invoices detailing advertising activity for the month are mailed no later than the 5th business day following month end. Terms are net 15 days. Mastercard and Visa cards are accepted, or make checks payable to Vancouver Business Journal. A late fee of 1.5% of the outstanding monthly balance (18% APR) or a minimum of \$5.00 may be added to accounts not paid within 30 days. Advertising run and billed based on discounted contract rates which is cancelled prior to completion will result in all advertising run to date being rebilled at the rate earned.

Non-profits with 501c3 status receive a 10% discount on costs including space and color charges.
 Vancouver Business Journal Tax ID #20-1690213

Rates may change without notice. Contact an advertising account manager with any rate questions.

Conditions of Acceptance

- All advertisements are subject to approval of the publisher.
- The publisher shall not be liable for slight changes or typographical errors that do not lessen the value of the advertisement. The publisher's liability for other errors or omissions in connection with an advertisement is strictly limited to publication of the advertisement in any subsequent issue or the refund of any money paid for the advertisement.
- The advertiser and/or advertising agency agrees to defend and indemnify the publisher against any and all liability, loss or expenses arising from claims of libel, unfair competition, unfair trade practices, infringement of trademarks, copyright, trade names, patents or proprietary rights or violation of rights of privacy resulting from the publication of the advertiser's advertisement.
- Any advertising material not meeting specifications stated here may be modified and billed to the advertiser.

Tiles

Each tile will be sold on a rotation of up to four advertisers.

		Open Rate	6 Months	12 Months
Home Page	160 x 200	\$250	\$236	\$200
News Pages	160 x 200	\$250	\$236	\$200
Focus Section Pages	160 x 200	\$286	\$270	\$228

In-Story Ads

Each tile will be sold on a rotation of up to four advertisers.

		Open Rate	6 Months	12 Months
	300 x 250	\$281	\$266	\$225
	336 x 280	\$313	\$295	\$250

Skyscrapers

Each tile will be sold on a rotation of up to four advertisers.

		Open Rate	6 Months	12 Months
News Pages	160 x 600	\$525	\$475	\$425
Focus Section Pages	160 x 600	\$575	\$520	\$460

Email News Alerts from the VBJ*

		One/week	Two/week
Tiles	160 x 200	\$500	\$714
Signature Banner	468 x 60	\$385	\$571

*News alerts available beginning April 2008. Rates for News Alerts require a six month agreement. Rates for shorter periods are available by request to your Advertising Account Manager.