



Courtesy of Summerland Waterfront Resort & Spa

BC'S HOTEL INDUSTRY

B2B MEDIA

2024 MEDIA KIT

BC'S HOTEL INDUSTRY

B2B MEDIA

InnFocus – Promote your products to every hotelier in BC through the BCHA's official magazine.

BC Hotel Association Buyers' Guide – Focus buyers' attention on your company's products and services in this Select Suppliers List.

BCHA Industry Update – Communicate your offer to thousands of hotel owners and managers in BC each week.

Website: BCHA.COM – Drive traffic to your website with an ad on the association's site.

Sponsorships – From virtual events to board meetings and conferences, the BCHA provides many opportunities throughout the year to sponsor events.



BRITISH COLUMBIA
HOTEL ASSOCIATION



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“InnFocus is an excellent magazine, with high quality and relevant articles for the hospitality industry. It provides valuable content to help us run our businesses successfully.”

Hackett, Business Manager, Long Beach Lodge Resort

InnFocus

Official Publication of the



BRITISH COLUMBIA
HOTEL ASSOCIATION

Quarterly B2B magazine with articles on trends, operations, marketing, and human resources. This highly respected trade publication is the go-to source for BC hoteliers to learn new strategies to deal with operations, staffing, financing, marketing, and more.



RETURN UNDELIVERABLE ITEMS TO

PM40026059

CIRCULATION

4,200+

TOTAL SUBSCRIBERS

Print 48% Digital 52%

The print issue of *InnFocus* is distributed by controlled circulation to Owners and General Managers of ALL hotels and resorts in BC. The digital version of the magazine is sent to subscribers from a wide range of executive positions in the hotel industry. The magazine is also posted on BCHA's website.

READERSHIP

Owners

General Managers

Department Heads

5 readers
per copy

Each issue is read by
approximately 5 people
at each property.

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2024 EDITORIAL CALENDAR

Spring 2024

Reserve January 27
Published March 10

The Other Side of Whistler – Whistler is more than a snow lover's playground
Who's Speaking at Summit? – Travel titans and industry advocates among dynamic lineup
Connecting with your Hotel Guests – Summit keynote speaker shares meaningful insights
Building a Positive Culture – Nurturing psychological health and safety in the workplace

Summer 2024

Reserve May 17
Published July 9

Breaking the Mold – Flexible Learning Paths in Hospitality Education
BCHA Awards of Excellence – A closer look at the winners and their contributions to hospitality
Forging a Secure Path – Collaborative Solutions in Hospitality Security
The Role of Hotels in Destination Management – Investigating the potential role hotels can play

Fall 2024

Reserve September 16
Published November 5

Technology Trends – What's in store for the hotel of the future?
Train the Trainer – Be sure your trainers have the education and skills necessary to be successful.
Tourism as a Means for Reconciliation and Action – How can hotels work with First Nations?
Preparing for an Emergency – Putting emergency response plans in place for fire, floods, snow, and more.

Winter 2025

Reserve December 16
Published February 11

Business Outlook – What's in Store for 2025?
Forecasting into the Future – Preparing for future events to build a dynamic budget.
10 Steps to Hiring International Workers – Review best practices for international recruiting.
Creating an Equitable Workspace – Alleviating prejudices in your workplace.

IN EACH ISSUE:

Featured Region in BC – See what's happening across the province.

BC Hotel Association's Report – Receive an update on the most current issues facing the industry.

BCHA Member Engagement – The association highlights programs exclusively available to members.

Names in the News – Who is moving where? What new hotels are opening? Who won awards?

Please send us updates on awards your company has won or contributions you have made to your community.

What's New? – New products and services to the accommodation industry are introduced.

Be sure to send us information on any new products or services you offer.

Leaders of the Future – Meet an enterprising young person who is a future industry leader.

Featured Hotelier – Celebrate the accomplishments of a local BC hotelier.

Go Green – See how hotels can be sustainable and save money at the same time.

MOU Partner Profile – Learn how to recruit from an international partner.

ADVERTISING

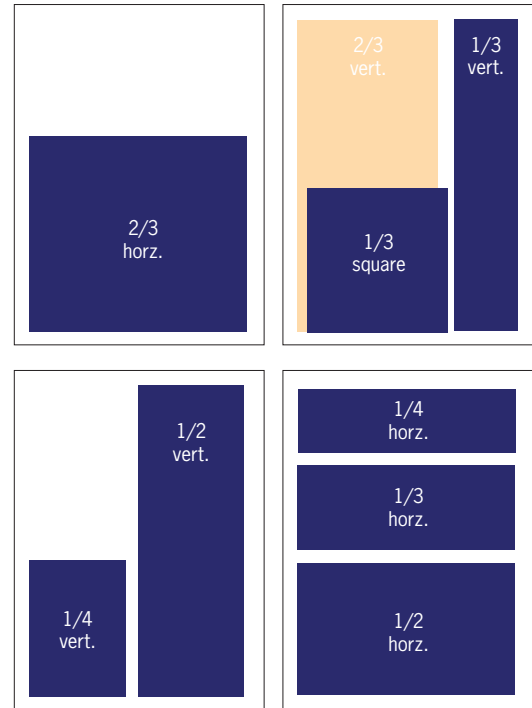
Full Colour	Width	Height	1x * InnFocus or Guide	4x * InnFocus	5x * 4x InnFocus plus Guide
1/4 vert	3.5"	4.5"	\$755	\$680	\$645
1/4 horiz	7.5"	2.5"	\$755	\$680	\$645
1/3 vert	2.35"	9.5"	\$1070	\$965	\$915
1/3 horiz	7.5"	3.5"	\$1070	\$965	\$915
1/3 square	4.85"	4.5"	\$1070	\$965	\$915
1/2 vert	3.5"	9.5"	\$1425	\$1285	\$1220
1/2 horiz	7.5"	4.5"	\$1425	\$1285	\$1220
2/3 vert	5"	9.5"	\$1995	\$1795	\$1705
2/3 horiz	7.5"	6.5"	\$1995	\$1795	\$1705
Full page	8.5"	11"	\$2640	\$2380	\$2260
Inside Cover	8.5"	11"	\$2940	\$2650	\$2520
Back Cover	8.5"	11"	\$3640	\$3275	\$3110

*Price per ad. Each ad invoiced quarterly.

All rates are subject to local tax and are based on receiving completed digital artwork. Design services are available at an additional charge; please ask for a quote.

Premium positions are subject to a 10% surcharge. Insert rates are available upon request.

Sample Ad Sizes



SPECIFICATIONS FOR SUPPLIED ADS - Please read carefully

- All ads must be 300 dpi, including all text and images.
- Ensure that all fonts are converted to outlines.
- Digital files must be supplied as a high resolution PDF.
- Full page ads must include 1/4" bleed.
- All text within 1/2" from trim edge.
- Files less than 5 MB can be emailed to info@emcmktg.com.
- For files over 5 MB, please send via Dropbox, Hightail or another file sharing service.

Samsung Canada Elevates the Guest Experience with Digital Innovation

To help support the Four Seasons Hotel and deliver value to their digital audience, Samsung Canada offers a range of digital display solutions. Each solution is efficient, high-end and supports the brand's desire to create a seamless and personalized guest experience. From sleek in-room tablets and comprehensive front desks to creative out-of-lobby displays and entertaining guest rooms, Samsung's digital signage solutions help capture guest attention and increase digital touchpoints that drive guest loyalty and repeat business.

Making Big Impressions with Impactful Digital Signage
It's no secret that the guest experience begins the moment a guest enters the hotel lobby. To help create an immediate impression, Samsung's digital signage solutions offer an engaging and powerful visual tool. The sleek, for-instance, Samsung's innovative digital solutions support the remarkable guest experience that Four Seasons Hotel strives to provide to their guests.

Checking in Made Easier
A growing trend among some travelers today is that increasing desire for a seamless and private check-in experience. Samsung provides the experience with its innovative, wall-mounted kiosks, which provide guests with the ability to check-in or extend stay. The kiosks assist in completing check-in, while saving time and increasing the efficiency of the check-in process.

Delivering a Premium In-Room Guest Experience
At Four Seasons, a central focus of attention is the guest experience in one of the most important aspects of their stay. Samsung's new generation in-room hospitality technology offers a range of solutions for seamless content and entertainment. Samsung's new content management system, Smart Cloud, provides a powerful tool for content management and distribution. It's easy for hotel operators to view and manage content for their guests, which includes opportunities to increase the guest experience through digital signage solutions like in-room tablets, view menus, and track out easily and conveniently.

Digital Change Solutions
Digital touchpoint displays can also be used to provide guests with real-time information regarding their stay. Samsung's digital signage solutions can be used as part of the guest's check-in or front desk experience to provide a digital concierge service that helps full guests' search needs while encouraging in-room personalized engagement with the hotel.

Outdoor Signage
Samsung's outdoor signage and combined outdoor signage technology, which can withstand different weather conditions, helps create a seamless guest experience. Samsung's new generation of outdoor signage, featuring Samsung's new content management system, Smart Cloud, provides a powerful tool for content management and distribution. It's easy for hotel operators to view and manage content for their guests, which includes opportunities to increase the guest experience through digital signage solutions like in-room tablets, view menus, and track out easily and conveniently.

Augmented Signage for Additional Revenue
Samsung's augmented reality (AR) technology can be used to provide guests with an immersive and interactive experience. For example, a digital display can provide information on local attractions and activities. Guests can use their smartphones to interact with the display, which provides a unique and personalized experience. This provides hotels with an additional revenue stream.

It's an ever-changing world and constantly evolving technology solutions. Hotels are always exploring new ways to help their guests and provide them with an exceptional experience during their stay. Through Samsung's digital display technology, Samsung is helping the industry embrace this new world.

For more information concerning the ways Samsung Canada's innovative digital solutions can help elevate the guest experience, please visit our website at www.samsung.com/canada or contact us at info@emcmktg.com.

ADVERTISING FEATURE

Each issue provides an opportunity for one supplier to be profiled in an exclusive 2-page advertising feature. This profile is a great sales tool or your team to show prospective clients.

A BCHA staff member will interview key staff at the company and compile the story. You are given the opportunity to edit the article before it goes to print. EMC's graphic designer will incorporate the company's image into the double-page spread so that it is consistent with your other marketing materials.

The investment for this supplier profile is \$3995 + tax.

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DIGITAL ADVERTISING

NEWSLETTER: BCHA INDUSTRY UPDATE

2,200 Subscribers

33% Open rate
Frequency: Once a week

Fall	Winter	Spring	Summer
September	December	March	June
October	January	April	July
November	February	May	August

Position	Size	Quarterly
Top Banner	1456 x 180 px	\$700 for 1 time per week
Middle Banner	1456 x 180 px	\$600 for 1 time per week
Lower Banner	1456 x 180 px	\$500 for 1 time per week
Native Ad	75 words & logo	\$500 for 1 time



E-BLAST

Provide your own customized content to be sent to all our newsletter subscribers. Spots are exclusively available to BCHA members and are limited so please ask for availability. \$1000 + tax per blast

WEBSITE: BCHA.COM

3,400 Page Views/Month

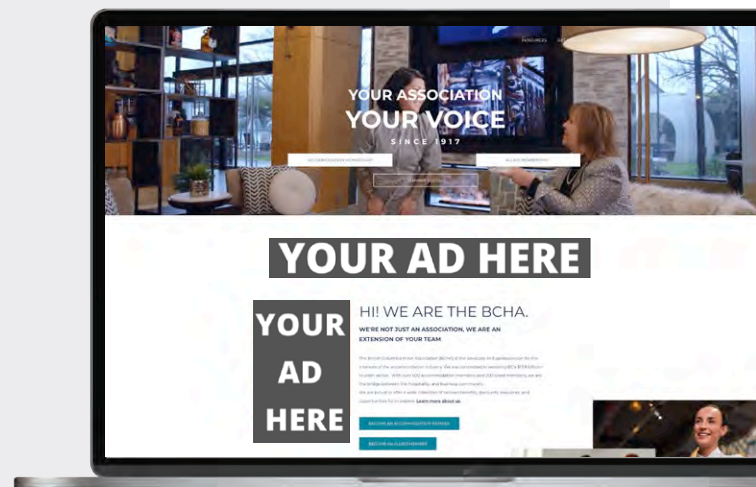
The BCHA represents hotels and resorts across BC and members are owners and senior managers of those properties. The BCHA has been the trusted voice of BC's hotel industry for over 100 years.

The site is promoted on Facebook, Twitter, and Instagram.

Position	Size	Quarterly	Annual
Home Page Leaderboard	1456 x 180 px	\$1350	\$4860
Mobile Home Page	500 x 600 px	Included	Included
Regular Leaderboard	1456 x 180 px	\$540*	\$1945*
Medium Rectangle	500 x 600 px	\$810*	\$2915*

*Rotating with up to 3 ads

BCHA members receive a 10% discount



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PRINT & DIGITAL PACKAGES

Gold Packages - Premium Placement

Back cover with HP Leaderboard	\$4855/quarter
Inside cover with HP Leaderboard	\$4155/quarter
Full page with HP Leaderboard	\$3855/quarter

Silver Packages

2/3 page with Medium Rectangle	\$2725/quarter
1/2 page with Medium Rectangle	\$2155/quarter
1/3 page with Medium Rectangle	\$1800/quarter

Bronze Packages

1/4 page with Rotating Leaderboard	\$1240/quarter
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Mix & Match

If you want to match another size or frequency of print with a digital ad, please call for a quote.

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“The relevant articles, industry updates, and best practices InnFocus magazine provides are an invaluable tool for my leadership team.”

Jonas Melin, General Manager, Pinnacle Hotel Harbourfront

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Mike Macleod
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SPONSORSHIPS

WEBINARS

The BCHA regularly runs educational webinars for members and you can sponsor one or a series of three consecutive webinars. Registration averages 125 people per session.

Sponsorship includes:

- Pre-session announcements via email
- Exposure on the registration landing page
- Promotion via social media
- Webinar host will read a 20-25 word scripted message
- Recordings will be available on the website for at least 90 days

1 Webinar	\$500
3 Consecutive Webinars	\$1200

Please note that all the above rates are subject to tax.

BOARD MEETINGS

Get in front of the BCHA's Board of Directors by sponsoring a quarterly board meeting. Sponsors are given one hour to meet and mingle with the board and do a brief presentation.

Breakfast Sponsor	\$1000
Lunch Sponsor	\$2000

Please note that all the above rates are subject to tax.

SOCIAL MEDIA

Access the BCHA's social media followers and gain credibility for your post.

\$300 + tax per post