



BRITISH COLUMBIA  
HOTEL ASSOCIATION



*Four Seasons Resort Whistler*

## THE VOICE OF THE HOTEL INDUSTRY

ADVERTISING & SPONSORSHIP  
OPPORTUNITIES

**MEDIA  
KIT**  
2026





Delta Hotels by Marriott Grand Okanagan

## ADVERTISING

The BCHA provides a variety of advertising opportunities to connect with the accommodation community and expand your business. Discover how you can reach your target audience effectively.

**InnFocus Magazine** — Promote your products to over 1,800 readers in BC through the BCHA's official magazine, published three times per year.

**BCHA Weekly Industry Update** — Communicate your offer to thousands of hotel owners and managers in our weekly newsletter.

**BCHA.com** — Drive traffic to your website with an ad on the association's site.

**BCHA Brief** — Promote your service or program in our monthly LinkedIn newsletter, reaching 3,300 subscribers.



***"InnFocus magazine captures the conversations and challenges that truly matter in hospitality. The insights and updates are always relevant, and I know it consistently provides value to leaders across the industry."***

Laura-Lee Lofgren

*General Manager,  
True Key Hotels & Resorts  
at Harrison Beach Hotel*



# BCHA Media Kit



## SPONSORSHIP

The BCHA offers premium sponsorship opportunities exclusively to its allied members, providing unique platforms to connect with the accommodation community.

**Roadshows** — Hit the road with the BCHA team and showcase your company's offerings to hotel members in various regions.

**Fast Track Your Future** — Connect with the leaders of tomorrow by sponsoring BCHA's popular online education series.

**Webinars** — Host or sponsor an online webinar as part of BCHA's monthly webinar series.

**Membership Engagement Events** — Build direct connections with hoteliers at annual BCHA-hosted networking events such as Office Open House and Lunch and Learns. *\*Free to attend for members.*

**BCHA Summit | April 14-15, 2026** — Join BC's hotel leaders at the province's premier hospitality conference. [Access sponsorship packages here.](#)



# InnFocus

**BCHA'S OFFICIAL PUBLICATION**

**Published 3 times per year**, this B2B magazine features articles on trends, operations, marketing, and people & careers. This highly respected trade publication is the go-to source for BC hoteliers to learn new strategies to deal with operations, recruitment, financing, sustainability, branding, and more.

The print issue of InnFocus is distributed by controlled circulation to Owners and General Managers of hotels and resorts in BC. The digital version of the magazine is read by a wide range of executive positions in the hotel industry.

InnFocus Magazine is published in partnership with Canada Wide Media, Western Canada's premier media company and part of the Alive Publishing Group.



## READERSHIP

**OWNERS**

**GENERAL MANAGERS**

**DIRECTOR OF OPERATIONS**

**DEPARTMENT HEADS**

**1,800**

*Total subscribers*

**1,600+**

*Print copies distributed*

**200**

*Unique readers engaged by each digital issue within the first 90 days*

## RECURRING FEATURES

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

**President's Report** – Receive an update on the most current issues facing the industry.

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

**People Practices** – Explore smart, practical HR approaches strengthening teams across hospitality.

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

**Sustainability Spotlight** – See how hotels can be sustainable and save money at the same time.

**Tech & Trends** – Explore new tools optimizing operations, driving efficiency, and elevating the guest experience.



# InnFocus Ads

Full Colour	Width	Height	1x*	3x*
¼ vert	3.5"	4.5"	\$755	\$680
¼ horiz	7.5"	2.5"	\$755	\$680
½ vert	3.5"	9.5"	\$1,425	\$1,285
½ horiz	7.5"	4.5"	\$1,425	\$1,285
Full page	8.5"	11"	\$2,640	\$2,380
Inside cover	8.5"	11"	\$2,940	\$2,650
Back cover	8.5"	11"	\$3,640	\$3,275

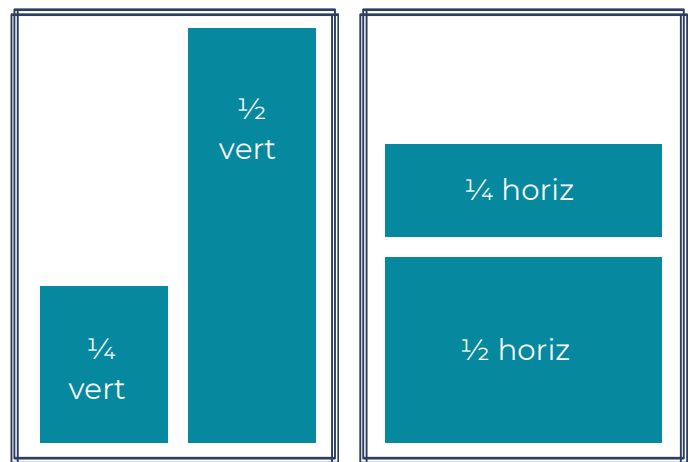
\*Price per ad. Each ad invoiced upon signing of contract. Payment due on or before ad submission.

**Special Offer:** Book an advertisement slot for the full year and receive a 25% discount. Payment due at time of annual booking confirmation.

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.
- All files can be transferred via *InnFocus Advertising Art* (hot link shared file) or **ads@canadawide.com** with *InnFocus Ad Art* in the subject line.
- Ad art needs to be received **30 days** before publishing date
- Contact [cbrealey@canadawide.com](mailto:cbrealey@canadawide.com) with questions.

## 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 for 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. Our 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.**

### YOUR ORGANIZATION HERE

### ARTICLE TITLE GOES HERE

The world around us is rapidly changing, and a comprehensive understanding of the latest trends and technologies is essential for any organization looking to stay ahead of the curve. This article explores the latest developments in the field of artificial intelligence, highlighting the potential for this technology to revolutionize various industries and improve our daily lives.

**Integrating a Digital Strategy with Your Existing Marketing Efforts**

In today's digital landscape, having a cohesive marketing strategy is crucial for success. This article discusses how organizations can effectively integrate their digital marketing efforts with their traditional marketing channels, ensuring a unified and impactful message across all platforms.

**Maximizing Your ROI with Targeted Advertising Campaigns**

With the vast amount of data available, businesses now have the opportunity to create highly targeted advertising campaigns. This article provides insights into how to leverage this data to reach the right audience at the right time, ultimately maximizing the return on investment for your marketing budget.

**Checklist for Mobile Users**

A growing trend among mobile users is the use of mobile devices to access content. This article provides a checklist of key considerations for organizations looking to optimize their content for mobile users, ensuring a seamless and engaging experience across all devices.

**Delivering Content in the Cloud**

The cloud has revolutionized the way we store and deliver content. This article explores the benefits of cloud-based content delivery, including scalability, flexibility, and cost-effectiveness. It also provides a checklist of key considerations for organizations looking to migrate their content to the cloud.

**Digital Content Strategy**

Digital content is the lifeblood of any modern organization. This article discusses the importance of having a clear digital content strategy, outlining the goals, objectives, and key performance indicators for your digital content efforts. It also provides a checklist of key considerations for developing and implementing a successful digital content strategy.

# InnFocus Booking & Contact Information

## MEDIA SALES CONTACT

**Chad Brealey**, VP, Custom  
Canada Wide Media | **604.816.8850**  
**[cbrealey@canadawide.com](mailto:cbrealey@canadawide.com)**

## PRODUCTION & DESIGN

Canada Wide Media Production Team  
**[ads@canadawide.com](mailto:ads@canadawide.com)**  
(include **InnFocus** in the subject line)

## TERMS & CONDITIONS

### **Payment Terms**

- Payment required upon contract signing
- Net 30 days for established accounts
- All rates subject to applicable taxes (GST)

### **Cancellations**

- 45 days prior to publication: full refund
- 30-44 days: 50% cancellation fee
- Less than 30 days: no refund

### **Material Due Dates**

- 30 days prior to publication date
- Late materials subject to \$200 rush fee

### **Publishing Schedule 2026**

*3 issues publisher per year (Spring, Summer, Fall)*

Spring 2026

February 24,  
2026

Summer 2026

May 15, 2026

Fall 2026

August 14, 2026







Fairmont Hot Springs Resort

# Weekly Newsletter Ads

**1,800** SUBSCRIBERS

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

MEMBER PORTAL | BCHA.COM

**YOUR AD HERE**

**INDUSTRY UPDATE**

WE ADVOCATE. EDUCATE. COMMUNICATE.

**BCHA NEWS**

**Emergency Management Booking Portal - Progress Update**

Since May 1st, when the announcement and press release was issued that BCHA was contracted by Emergency Management and Climate Readiness (EMCR) to lead a pilot project to support Emergency Services in housing evacuees during emergencies, significant work has been done on the Emergency Management Booking Portal (EMBP). We are thrilled with the level of engagement, input, and collaboration with the core partners. I am pleased to share the latest developments on the creation of the booking portal, supported by the Ministry of Tourism, Arts, Culture, and Sport (TACS).

The purpose of the portal is to assist Emergency Support Services (ESS) responders and commercial accommodation operators to coordinate, expedite and track accommodation booking for evacuee placement. It is designed to streamline administration of booking commercial accommodation as well as provide a snapshot of the availability as well as room booking through administration filters for reporting. Funding for this project has been provided by a grant from EMCR to BCHA. The pilot program will focus on Kamloops, Kelowna, and Prince George, with the potential of adding additional communities to the system during the Summer of 2024.

Here's a roundup of our efforts to date, as we move toward the anticipated launch of June 28, 2024.

Ingrid Jarrett,  
CEO & President, BC Hotel Association

[READ THE FULL UPDATE](#)

**40% OPEN RATE**

## 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

**Sponsored Content**

100 words & logo

\$500 for 1 time

## TOP STORY

### BC Government Puts Bill 12 on Hold

Earlier today, the British Columbia government, in collaboration with social media companies, released a joint statement indicating that Bill 12, also known as the **Public Health Accountability and Cost Recovery Act**, has been temporarily suspended. The halting of the bill comes as the social media platforms and BC Government assemble a new BC Online Safety Action Table.

This decision is warmly received by the BCHA and 20 other business associations who had legitimate concerns regarding the potential impact of this bill on businesses and investments within the province.

We value the B.C. government's openness to listen to our concerns and collaborate with the business community for a new approach.

[Read the full statement](#)



**YOUR AD HERE**

## SUMMIT SPOTLIGHT

### Get Ready! We're One Week Away from the BCHA Summit

Time is running out to secure your seat at the 2024 BCHA Summit. We're now only a week away from the premier accommodation event of the year!

On May 1-2, industry leaders, influential owners and operators, upcoming stars, and innovative vendors and problem-solvers come together at the Fairmont Chateau Whistler.

This two-day event offers an opportunity to:

- Enhance your expertise
- Network with industry peers
- Drive your profitability
- Learn about emerging trends

And did we mention we have prizes? They're back and bigger than ever. You do not want to miss this!

[Register Today!](#)







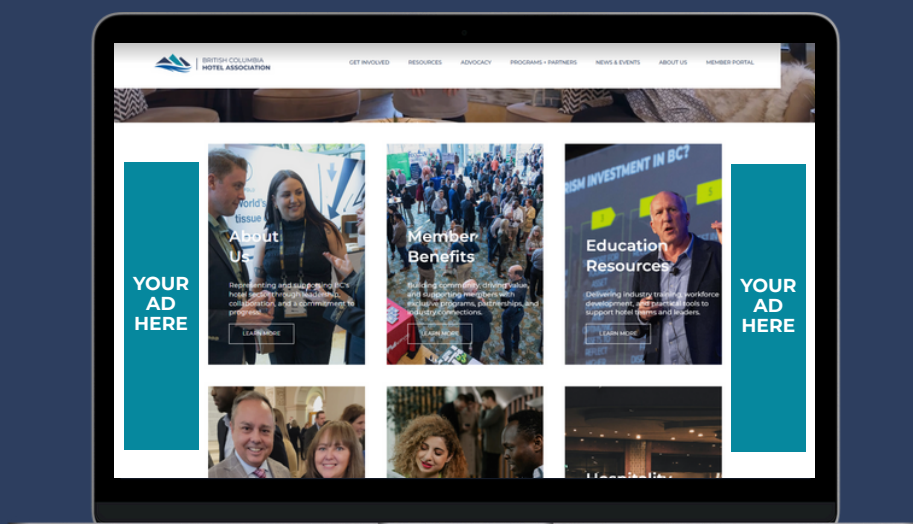
Inn at Laurel Point, Victoria

# Website Ads: BCHA.com

**7,500** PAGEVIEWS  
PER 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 LinkedIn, Facebook, X, Tik Tok, YouTube, and Instagram.



Position	Size	Quarterly	Annual
Home Page Leaderboard	160 x 600 px	\$1350	\$4860

## E-BLAST

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

## BCHA BRIEF

Secure title sponsorship of our monthly LinkedIn newsletter, reaching 3,300 subscribers. Your brand featured prominently every month, plus three sponsored stories annually to spotlight your service or program. **\$1000 for 12 months.**



# Fast Track Your Future Sponsorship



A professional development program helping hoteliers strengthen skills in key operational areas. Each series, led by an industry expert, tackles practical challenges to boost knowledge, performance, and long-term success.

## Series Sponsor | \$1000

### Includes:

- Logo on website with a custom link
- Logo and acknowledgement on weekly opening session slides
- Mentions in Zoom links and recordings
- 3-minute speaking opportunity in a session
- Contact info shared with attendees
- Promotion via socials and newsletters



## 2026 Series Schedule:

- Communication & Marketing Strategies for Hospitality (NEW) | Jan 27 – Mar 3, 2026
- Managing Food & Beverage Operations | March 4 – April 8, 2026
- Advanced Leadership for Hospitality Professionals – level 2 (NEW) | Apr 15 – May 20, 2026

*\*\*2026/27 Series Schedule TBD*

### Past Sponsor Testimonial:

*"Sponsoring BCHA's Fast Track Your Future education series has been a game-changing opportunity for Fox Fold... We received numerous referrals, requests, and high-quality leads, directly contributing to new partnerships and expanding our network... This opportunity elevated our brand visibility and demonstrated our commitment to supporting the future of hospitality in BC."*

**— Ludo Siouffi, Co-Founder & CEO, Fox Fold**



# Webinar Sponsorships

## WEBINARS

The BCHA frequently hosts educational webinars for our members, offering a fantastic opportunity to showcase your product directly to our engaged audience. Registration averages 60 people per session.

### Sponsorship includes:

- Pre-Session announcements via E-Blast
- Exposure on the registration landing page
- Promotion via social media
- BCHA Facilitator/Host
- Recordings live on BCHA website

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### Presenting Sponsor

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**\$1000**

Present high value content (45 mins)



## CONTACT US TODAY!

Lien Chang  
Member Development Coordinator

[lien@bcha.com](mailto:lien@bcha.com)  
[236.428.5610](tel:236.428.5610)

***\*\*Payment in full is required prior to any ad placement or sponsorship.***

***All rates in this document are subject to taxes.***