



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 Bi-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 | May 10-11, 2027 — Join BC's hotel leaders at the province's premier hospitality conference. [Sponsorship and marketplace packages coming soon.](#)



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

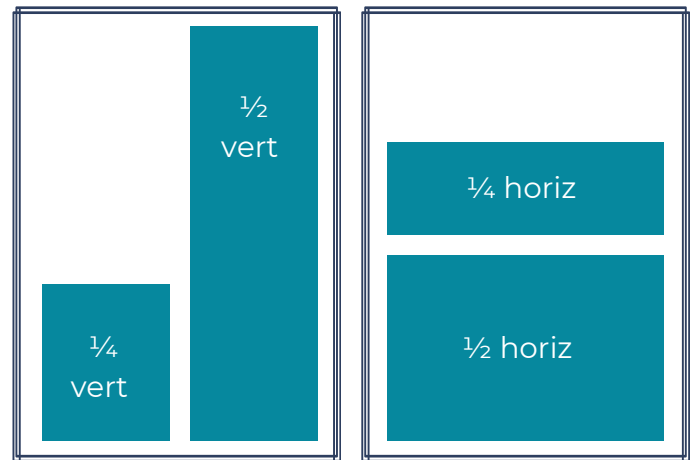
*Price per ad. Each ad invoiced upon signing of contract. Payment due on or before ad submission.

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 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 current landscape is essential for any organization looking to thrive in the future. This is why it's so important to stay on top of the latest trends and developments in your industry. By doing so, you can ensure that your organization is always one step ahead of the competition.

A recent study conducted by leading industry experts has revealed that the most successful organizations are those that are able to adapt quickly to change. This is a testament to the importance of staying informed and being able to respond to new challenges as they arise.

By investing in the right technology and talent, your organization can ensure that it is always ready to take on whatever the future may bring. This is the only way to ensure long-term success in a constantly evolving market.

Delivering a high-quality experience

For most businesses, a high-quality experience is the key to success. This is why it's so important to ensure that your organization is always providing the best possible service to your customers. By doing so, you can ensure that your organization is always one step ahead of the competition.

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InnFocus Booking & Contact Information

MEDIA SALES CONTACT

Chad Brealey, VP, Custom
Canada Wide Media | **604.816.8850**
cbrealey@canadawide.com

PRODUCTION & DESIGN

Canada Wide Media Production Team
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

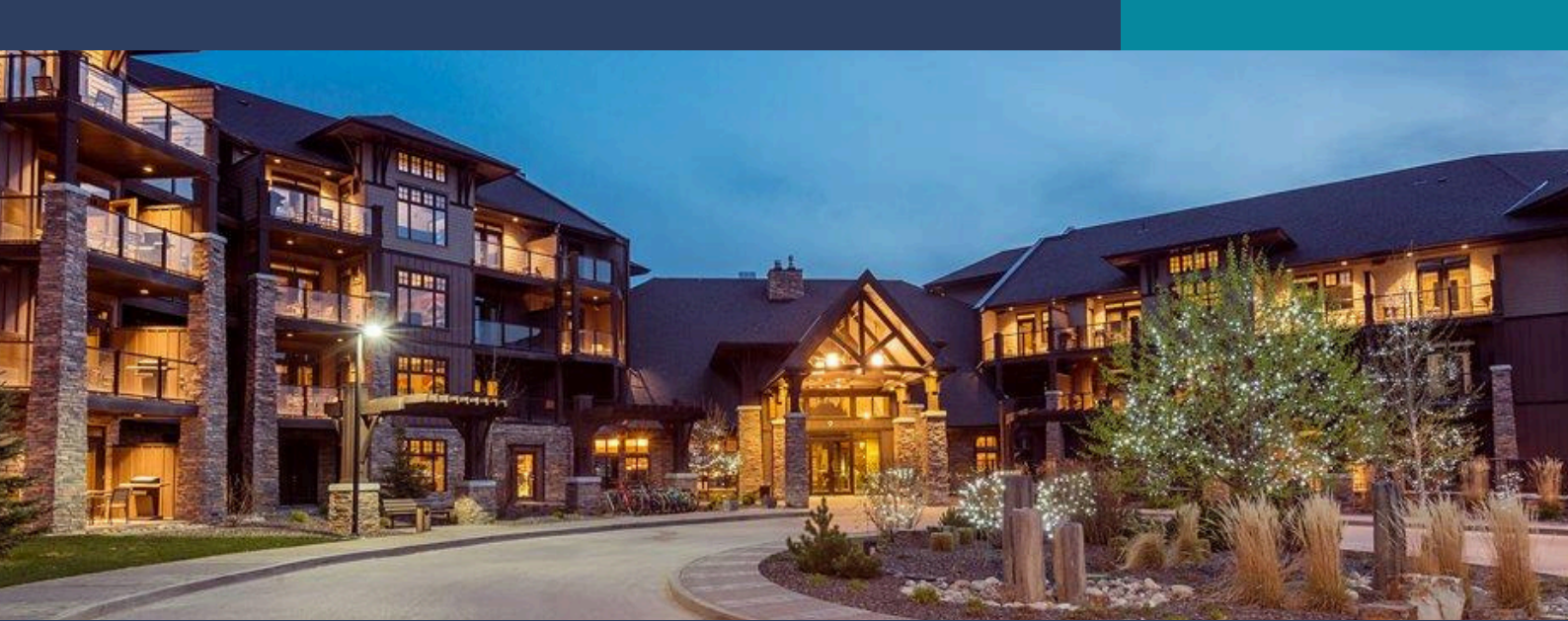
Summer 2026

May 15, 2026

Fall 2026

August 14, 2026





Copper Point Resort

Bi-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.

 BRITISH COLUMBIA
HOTEL ASSOCIATION

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 rooms 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!](#)



Fast Track Your Future Sponsorship



About Fast Track:

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 one session
- Contact information shared with attendees
- Promotion via socials and newsletters



2026/27 Series Schedule:

- | | |
|--|------------------------|
| • Hospitality Financial Leadership | Sept 16 - Oct 28, 2026 |
| • Leadership for Hospitality Professionals – Level 1 | Oct 6 - Nov 10, 2026 |
| • AI Integration for Hospitality (SOLD) | Oct 22 – Nov 19, 2026 |
| • Conflict Resolution & Workforce Communication | Nov 4 - Dec 16, 2026 |
| • Human Resource Strategy for Hospitality (SOLD) | Jan 20 – Feb 24, 2027 |
| • Communications & Marketing Strategies for Hospitality (SOLD) | Jan 26 – Mar 2, 2027 |
| • Housekeeping Leadership & Operational Excellence (SOLD) | Mar 3 – Apr 7, 2027 |
| • Managing Food & Beverage Operations (SOLD) | Mar 9 – Apr 13, 2027 |
| • Advanced Leadership for Hospitality Professionals – Level 2 | Apr 14 - May 19, 2027 |
| • Guest Experience & Service Excellence | Apr 20 - May 25, 2027 |

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



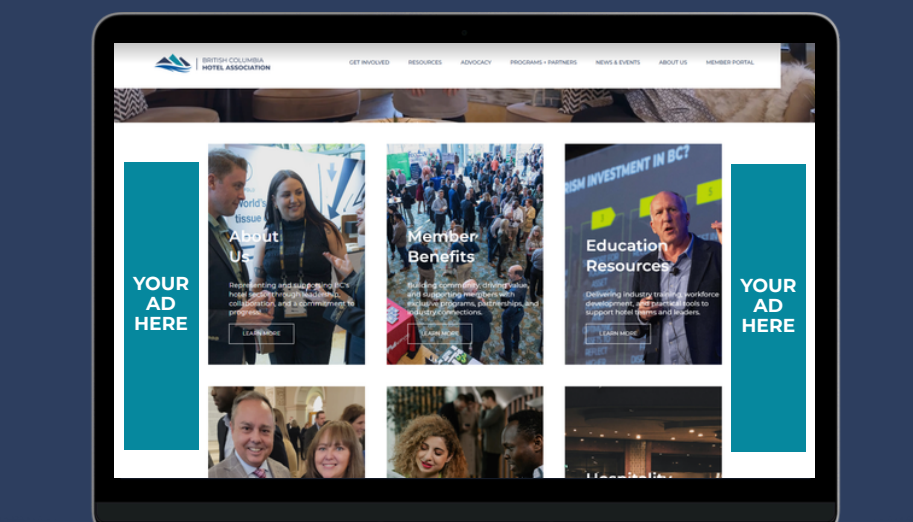
Inn at Laurel Point, Victoria

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.**



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

Presenting Sponsor

\$1000

Present high value content (45 mins)



CONTACT US TODAY!



Lien Chang
Manager, Memberships &
Partnerships

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.