

Hello, my name is

CONNECTED

NETWORKINGINVAN.COM



2018/2019 MEDIA KIT

STAND OUT WITH
NETWORKING IN VAN

www.networkinginvan.com



Welcome to Networking In Van (NetworkingInVan)

When Looking up "Networking" here is what you get:

net·work'net,wərk/

verb- gerund or present participle: networking

connect as or operate with a network."the stock exchanges have proven to be resourceful in networking these deals"

link (machines, especially computers) to operate interactively."networked workstations"

interact with other people to exchange information and develop contacts, especially to further one's career."the skills of networking, bargaining, and negotiation"

Connecting, Interacting, Bargaining, Negotiating - that is why Networking In Van exists.

NetworkingInVan.com is the premier online resource for business professionals, entrepreneurs and students in Vancouver looking to find local networking events, learn from networking experts and connect with like minded peers.

Our Media Kit will make you understand why NetworkingInVan.com could make a great platform for you to promote your event, groups, jobs, and content and you can directly measure your Return on Investment (ROI) with predictable results and potential for up to 2,000 Clicks to your Event Per Campaign. In addition, we also provide other forms of promotions including advertising and social promotions.

What is Networking In Van?

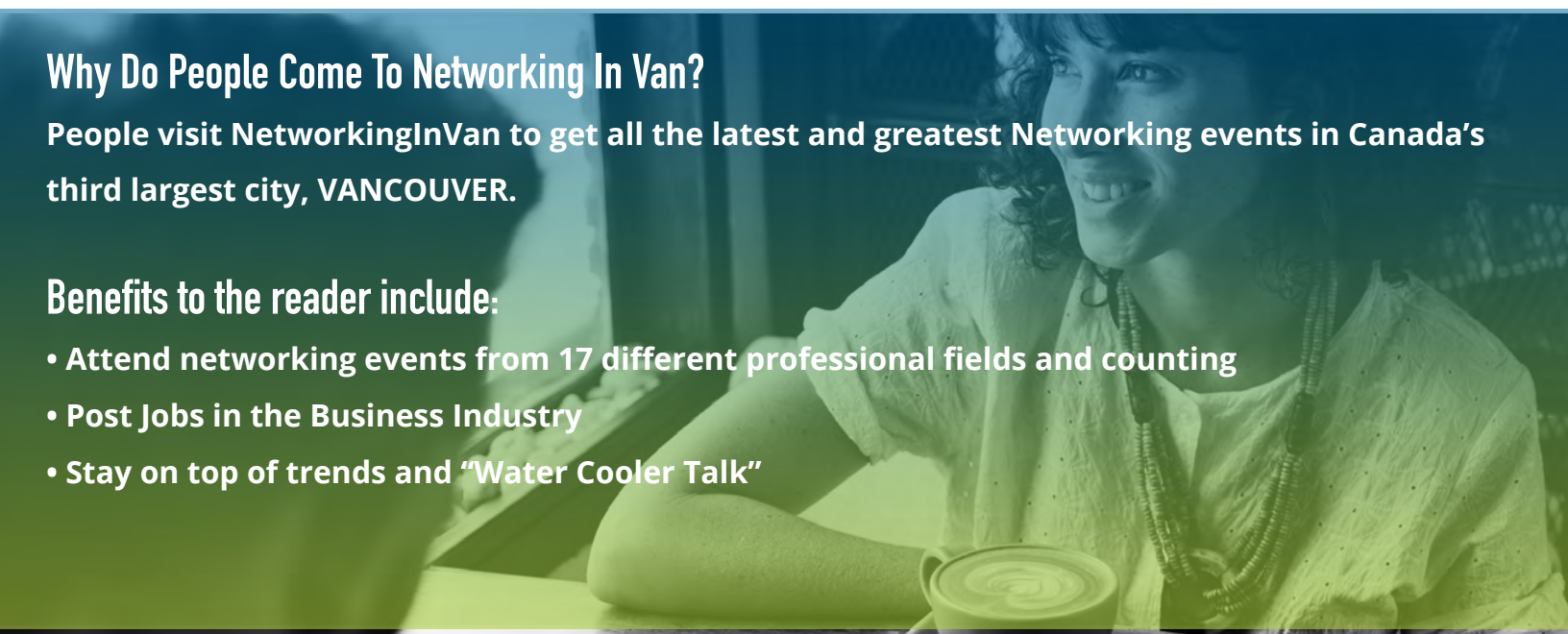
We **LOVE** meeting new people and connecting people! We believe extending your network is important because you never know where your next opportunity lies. We have created one site that gives you the best of the best when it comes to networking opportunities in the Metro Vancouver Area.

Why Do People Come To Networking In Van?

People visit NetworkingInVan to get all the latest and greatest Networking events in Canada's third largest city, VANCOUVER.

Benefits to the reader include:

- Attend networking events from 17 different professional fields and counting
- Post Jobs in the Business Industry
- Stay on top of trends and "Water Cooler Talk"



The median demographic profile for NIV is:

- 70% Women, 30% Men
- 25-44 ages make up 50% of our Audience
- College Educated & Bu
- Earns \$40,000 – \$120,000
- Primarily Caucasian
- Readership: Canada (80%), United States (8%)
- Readers have no children or are Double Income no Kids (DINKS)
- Professionals include: Entrepreneurs, Marketing & Sales Professionals, Networkers, Recruiters etc.

70% Women**30% Men****Primary Age Group 25-44****80%
Canadian****8%
American****Avg. Income
\$40,000 - \$120,000****College , University
Educated & Business
Oriented**

Site & Traffic Details (Reach & Exposure)

If you have a product or service to promote to our audience of business professionals, entrepreneurs, event planners and students in Vancouver, we want to hear from you! Here are just a few stats to help you understand the value we can provide to the right affiliates, partners and sponsors.

Our network continues to grow every day!

- NetworkingInVan.com - Website Monthly Visitors - 4000+
- NetworkingInVan.com - Website Monthly Page Views - 13,500+
- NetworkingInVan.com - Email List (Subscribers) - 1200+
- NetworkingInVan.com - Email List (Event Hosts) - 700+
- Networking In Van - Facebook Likes - 2300+
- Networking In Van - Twitter Followers - 6000+
- NetworkingInVan.com - Events Posted - 1500+
- NetworkingInVan.com - Articles Posted - 400+
- Established 2011



AD PACKAGES

We're currently offering 3 packages for advanced placement opportunities:

BRONZE – \$750/Month (\$1140 Value)

- Website Banner (Sidebar - Top Right) - 300x250
- Blog / PR Release posted on website and featured on Home page
- Social Post - 2 Tweet Per Week (3 weeks leading up)
- Social Post - 2 Facebook Post Per Week (3 weeks leading up)
- Social Post - 2 Instagram Post Per Week (3 weeks leading up)
- Social Post - LinkedIn Company

SILVER - \$1250/month (\$2480 Value)

- Website Banner (Header - Top Right) - 728x90 (Over double your estimated clicks from our website)
- Website Banner (Event Listing Page) 300x250
- Email Broadcasts (1-eblast) - 1300+ Targeted Recipients
- Featured Event Listing (NIV Home Page)
- Social Post - 1 Tweet Per Week (4 weeks leading up to Event/Promo)
- Social Post - 1 Facebook Post Per Week (4 weeks leading up to Event/Promo)
- Social Post - 1 Instagram Post Per Week (4 weeks leading up to Event/Promo)
- Social Post - LinkedIn Company
-

GOLD– \$1750/month (\$4080 Value)

- Website Banner (Header - Top Right) - 728x90 (*Over double your estimated clicks from our website*)
- Website Banner Event Page 300x250
- Email Broadcasts (2-eblast) - 1300+ Targeted Recipients
- Blog / PR Release posted on website and featured on Home page
- Featured Event Listing (NIV Home Page)
- Social Post - 2 Tweet Per Week - (6 weeks leading up to Event/Promo)
- Social Post - 2 Facebook Post Per Week - (6 weeks leading up to Event/Promo)
- Social Post - 2 Instagram Post Per Week (6 weeks leading up to Event/Promo)
- Social Post - LinkedIn Company

* Contact Sales for custom advertising packages.





SOLO AD PRICING & SPECS

Now to the good part of how you can leverage our audience to benefit your company! You will find that our advertising options give you plenty of opportunities to expose your brand/product/service to our audience via banner ads, website content, social media and through email marketing.

Location	Style	Coordinates	Format (specs)	Spots	Price per spot
Header	Banner	Top Right	728x90	4	\$350
Sidebar	Banner	Top Right	300x250	4	\$350
Sidebar	Banner	Middle Right	300x250	4	\$250
Sidebar	Banner	Bottom Right	300x250	4	\$150
Featured Event	Event Listing Home Page	Middle Left	N/A	4	\$250
Email	Eblast	N/A	HTML	1	\$900
Facebook	Stories / Posts	N/A	Varies	8	\$50
Twitter	Tweets	N/A	Varies	8	\$50
Blog	Advertorial	N/A	Varies	4	\$300
Facebook	Cover Photo	N/A	Varies	1	\$350
Twitter	Cover Photo	N/A	Varies	1	\$350
Landing Page	Social Contests	N/A	Varies	2	\$900

SPECIFICATIONS:

NOTE: All pricing listed below is based on PER MONTH rates (unless otherwise indicated). Once Payment is received in full, an account manager will be in contact with you to collect the following asset, depending on your package.

All banner graphics are to be provided by advertiser. We will need the following from you in the following format:

- Banner Ads: provide proper pixel size, static or animated gif (in jpg or gif format) & Tracking URL
- Blog Piece (Sponsor Content) : Maximum 500 words including graphics, H1, H2, H3 tags and external links - one internal link to event listing included.
- Social Posts: All text, graphics, hashtags, links to be provided by advertiser
- Email Blasts: HTML or text and graphics to be provided by advertiser.

Media Inquiries: advertise@networkinginvan.com Book Your Space Today!



ADS CONT...

Header Banner Graphic – Leaderboard – 728x90 = 900 Clicks



Submit an Event

Know about a networking event you think we would be interested in? Let us know!

Please make sure to fill out all the required fields below before submitting your event. This will help us post and promote quickly and efficiently.

+ Add Event

Title

Event Description

B I U **ABC** **ABC** **ABC** **ABC** **ABC** **ABC** **ABC** **ABC** **ABC** **ABC** **ABC**

Category

- Administrative & Office Personnel
- Architecture, Construction, Engineering
- Business Cultural
- Entrepreneurs
- Environment & Sustainability
- Finance, Accounting & Law
- Geology & Mining
- Human Resources LGBTQ
- Marketing & Communications
- Networking Events
- Non-Profit & Charities
- Real Estate & Development
- Sales Social Media
- Technology

Upload an Image (optional)

Select a color

None

Location (optional)

None

Link (optional)

Phone (optional)

with the @ sign (@networkingi)

with the # sign (#MyGreatEver)

Location Address

Organizing Group's Name

Organizer's Full Name

Vancouver Area Networking Events Calendar

< APRIL 2018 >

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	1	2	3	4	5



Event & Home Page Banners
300x250

View more Advertising Samples
Visit <http://www.networkinginvan.com/advertising/samples/>



Promote With Networking In Vancouver

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Are You Ready To Promote With Us?

If you have a product, service, or event that you'd like to promote to our audience of Vancouver business professionals, entrepreneurs and students, we want to hear from you!

Send an email to advertise@networkinginvan.com

Book Your Space Today!

