

COMOX VALLEY CHAMBER

NEWSLETTER ADVERTISING

2024

NEWSLETTER

We publish a bi-weekly newsletter to 3,600+ subscribers and there are various options for getting your message out to our audience.



Want a newsletter all to yourself? Ask about booking an [e-blast](#) instead.

➤➤ **3,600+** subscribers

➤➤ **2-5%** click rate

➤➤ **40-45%** open rate



EDITORIAL

This content holds the most space in our newsletter. Enough space for a press release or long-form content. Includes a banner graphic (600x200px) and up to two button links.

\$100/publication

Specifications:

- Maximum of 250 words for the body copy
- Optional, include a headline (15-20 words)
- Drop-in banner graphic in PNG or JPEG format and 600x200px in size.
- Specify and provide text links and/or button links.
- Attach a file, such as a PDF document

Bonus:

- Button-link click data can be provided the week after publication, so you can measure the success of your editorial content.

**Availability: 3 Editorial Spaces / Publication*

MINDREADER™ PLATFORM

A BC Chamber Insight Community

Thank you for participating in the most recent edition of our COVID Impact Survey.

Here's what you told us:

- Impacts on businesses from the COVID-19 pandemic are similar to those reported in previous pulse checks. The most common impact continues to be decreased sales volume, reported by 72% of businesses.
- 51% (higher proportion than in the past) reporting increasing operating costs, likely due to costs associated with new restrictions.
- 62% of businesses report that their revenue has decreased by over 25% since the pandemic began.
- 22% of businesses report that they expect to operate for 6 months or less given current restrictions, support measures, and operating costs.
- Businesses report that top factors limiting their ability to increase sales or production include:
 - Insufficient domestic demand (50%)
 - Shortage of working capital (25%)
 - Insufficient foreign demand (24%)

[Read the full report on the Hub.](#)

How will we use your feedback?

This COVID Impact Survey will continue to shape our engagement and advocacy during recovery. The previous COVID pulse check was picked up by Canadian Press, gained extensive media coverage, and helped extend the temporary layoff extension.

MICRO-CONTENT

Perfect for short-form content, this space gives you a combination of a graphic space and written copy including text links.

\$50/publication

Specifications:

- Between 90-100 words for the body copy
- 35 characters (max, including spaces) headline
- Drop-in graphic in PNG or JPEG format and 300x300px in size (square).
- Specify and provide text links and/or contact info

**Availability: 2 Content Spaces / Publication*



We're growing in the Comox Valley!

First Credit Union is thrilled to announce the opening of our newest location at 17th and Cliffe in Courtenay. Our full service location is a new, centrally located option for the community of Courtenay and a convenient addition for existing First Credit Union members all over the Comox Valley.

Don't forget, if you're a member of any Canadian credit union you can use *any* credit union ATM, Canada wide, for free. It's called "ding free" and its part of the credit union difference. Call us today at 250-336-0905 and ask us about new member specials.

FOOTER BANNER

Snag the footer of our newsletter and fill it up with your own banner (600x200px). Banners run for three consecutive months, so please ensure content is relevant.

\$300/quarterly

Specifications:

- Drop-in graphic in PNG or JPEG format and 600x200px in size.
- Specify and provide a link to direct the banner to

Benefits:

- Receive a quarterly report indicating click-through insights and data

**Availability: 1 Banner Space / Publication*



TEXT-ONLY

One benefit of membership is being able to promote your events, news and stories in the newsletter, for free. Short snippets are included in the Member News section.

Free for Members

Specifications:

- Maximum 75 words for the body copy
- 35 characters (max, including spaces) headline
- Specify and provide text links and/or contact info

**Availability: 15 Text Spaces / Publication*

Diversity & Inclusion Workshop

Comox Valley Community Health Network is sharing an invitation to leaders of NPO's to attend a free, online workshop centred around diversity and inclusion.

This interactive session will outline key strategies you might implement in order to continue infusing diversity, equity, inclusion, and belonging for all.

DATE: Wednesday, January 13, 2021
TIME: 3:00 - 4:00 PM (PST)

This information session will be delivered online via Zoom (link will be shared upon registration).

To register, [click here](#).

Workshop Facilitators:

Heather Evans (pn: she, her, elle)
heather@heatherevanscoaching.com
Self-Care Coach and Diversity, Equity, and Inclusion Consultant and Facilitator

Colleen Hanley (pn: she, her, elle)
hanley015@gmail.com
Consultant, Facilitator, Interculturalist

CVRD receives \$723,000 Safe Restart Funds from Provincial Government

Learn to Cope with Anxiety

Comox Valley Family Services Association, in partnership with the YM/YWCA, will be facilitating Y-Mind (a FREE mental wellness group for youth aged 18-30 experiencing anxiety) in February 2021 (7 weeks on Wednesdays, Feb. 3 – Mar. 17, 4:30pm to 7pm).

Register for one of two info sessions to learn more and signup:

Wednesday January 13th @ 4:30pm
Wednesday January 20th @ 4:30pm

[Information and Registration...](#)

Ask An Expert Series

Canadian Home Builders Association - Vancouver Island is introducing their [Ask an Expert Series](#). This edition is brought to you by MNP and features Mike Delves, Business Advisor with MNP's Real Estate and Construction Services team and Dana Nichols Business Relationship Manager at Coastal Community Credit Union.

To learn more:
mike.delves@mnt.ca
dana.nichols@cccu.ca

BANNER SPONSOR

This is a popular feature and must be booked in advance. Your sponsorship will be posted to Facebook. You provide the graphic (600x200px) and a URL to direct to. We accept one sponsorship per year.

\$1,500/yearly OR \$450/quarterly

Specifications:

- Drop-in graphic in PNG or JPEG format and 600x200px in size.
- Specify and provide a link to direct the banner to

Benefits:

- Receive a quarterly report indicating click-through insights and data

**Availability: 1 Banner Space / Publication*



SCHEDULE

The newsletter is published every second week on Thursday, excluding statutory holidays. Submissions and bookings are due the Friday before publication. Late submissions will be deferred to the following publication date.

PUBLICATION	DEADLINE	PUBLICATION	DEADLINE
January 11	<i>January 5</i>	July 11	<i>July 5</i>
January 25	<i>January 19</i>	July 25	<i>July 19</i>
February 8	<i>February 2</i>	August 8	<i>August 2</i>
February 22	<i>February 16</i>	August 22	<i>August 16</i>
March 7	<i>March 1</i>	September 5	<i>August 30</i>
March 21	<i>March 15</i>	September 19	<i>September 13</i>
April 4	<i>March 29</i>	October 3	<i>September 27</i>
April 18	<i>April 12</i>	October 17	<i>October 11</i>
May 2	<i>April 26</i>	October 31	<i>October 25</i>
May 16	<i>May 10</i>	November 14	<i>November 8</i>
May 30	<i>May 24</i>	November 28	<i>November 22</i>
June 13	<i>June 7</i>	December 12	<i>December 6</i>
June 27	<i>June 21</i>		



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