

## go2HR DIGITAL ADVERTISING OPPORTUNITIES

### Organizational Overview

go2HR is BC's tourism human resource association, responsible for coordinating the BC Tourism Labour Market Strategy and giving businesses the HR tools they need to become employers of choice. go2HR offers programs and resources in the area of recruitment, retention and training, including a free tourism job board, labour market research, health and safety tools, Certificate of Recognition (COR), Serving It Right, Special Event Server, FOODSAFE by Distance Education and SuperHost.

The primary target audience for go2HR is tourism and hospitality businesses across BC.

- **Sectors:** This covers all sectors within tourism, including food & beverage, accommodation, outdoor recreation & entertainment, travel services and transportation.
- **Size:** There are close to 19,000 tourism businesses of various sizes in BC. Those that are actively involved in go2HR's programs range from small businesses (less than 20 employees) to large businesses and corporate chains (250+ employees)
- **Occupation:** The occupation level ranges from front-line employees and newly promoted team leaders/supervisors to managers, executives and owners.

go2HR also targets students and job seekers through its career awareness initiatives as well as other stakeholders (e.g. government, educators, associations) on labour market topics.

go2HR would like to offer an opportunity to promote your business through its eNewsletters.

## Corporate eNewsletter

go2HR's corporate eNewsletter covers HR articles, resources as well as industry news and events. Past eNewsletters can be viewed in the archive at <https://www.go2hr.ca/about-us/newsletters>

**Frequency:** Monthly

**Distribution:** 19,500 (as of Apr. 2019)

**Average Open Rate in 2018:** 30%  
(Industry average around 21%)

**Reader Profile:** Tourism employers and employees, industry stakeholders, and educators

### Advertising Opportunities:

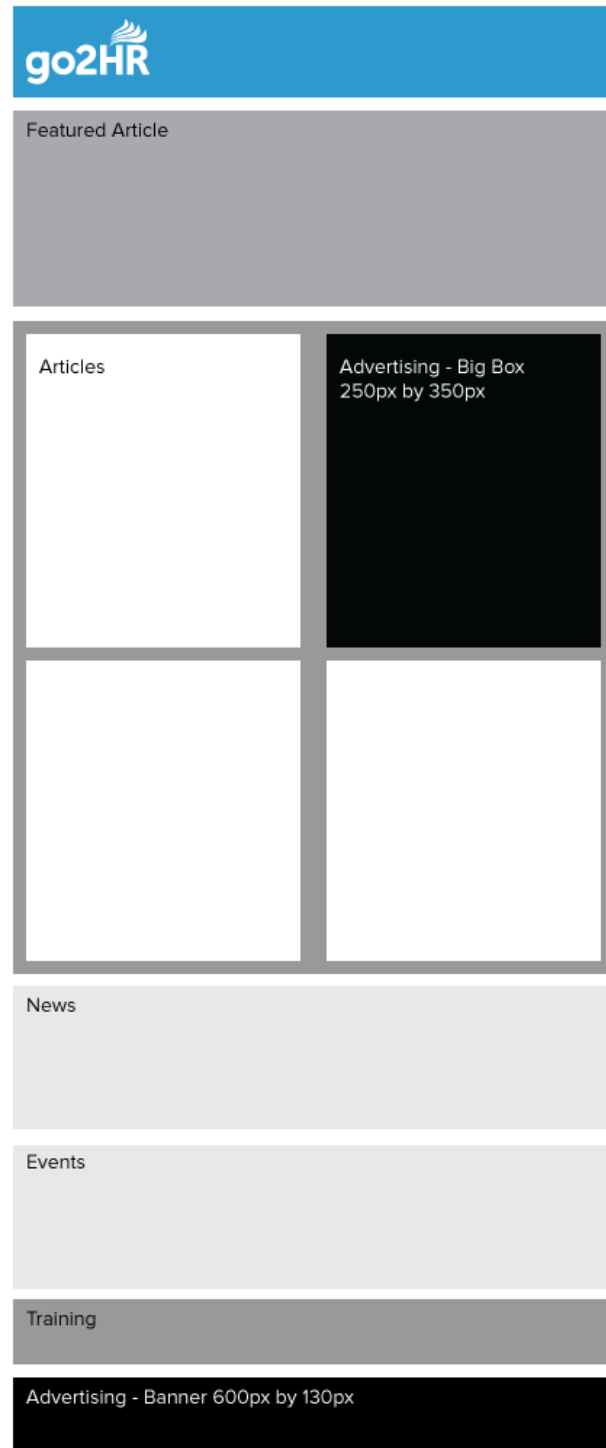
- Banner ad, non-animated
- Ad sizes:
  - Box - 250px by 350px
  - Banner - 600px by 130px
- Acceptable file format: .jpg, .gif, or .png
- Ad content must be related to recruitment, retention or training of BC's tourism labour market. Ad must be approved by go2HR.

### Details

- A box ad within Articles
- A horizontal banner ad after Articles
- Two spaces available
- Links directly to a landing page of your choice
- Reporting includes exposure and click-throughs to your landing page

### Implementation

- You will provide ad artwork following provided specs
- go2HR will input artwork into eNewsletter template
- Reporting will be available 14 days after newsletter distribution



## Tourism Careers eNewsletter

go2HR's Tourism Careers eNewsletter covers career tips and information, current job postings and upcoming career events. Past eNewsletters can be viewed in the archive at <https://www.go2hr.ca/essential-tips-info/bc-tourism-careers-newsletter>.

**Frequency:** Monthly

**Distribution:** 22,500 (as of Apr. 2019)

**Average Open Rate in 2018:** 27%  
(Industry average around 20%)

**Reader Profile:** Job seekers, high school and post secondary students, educators, and tourism employers and employees

### Advertising Opportunities:

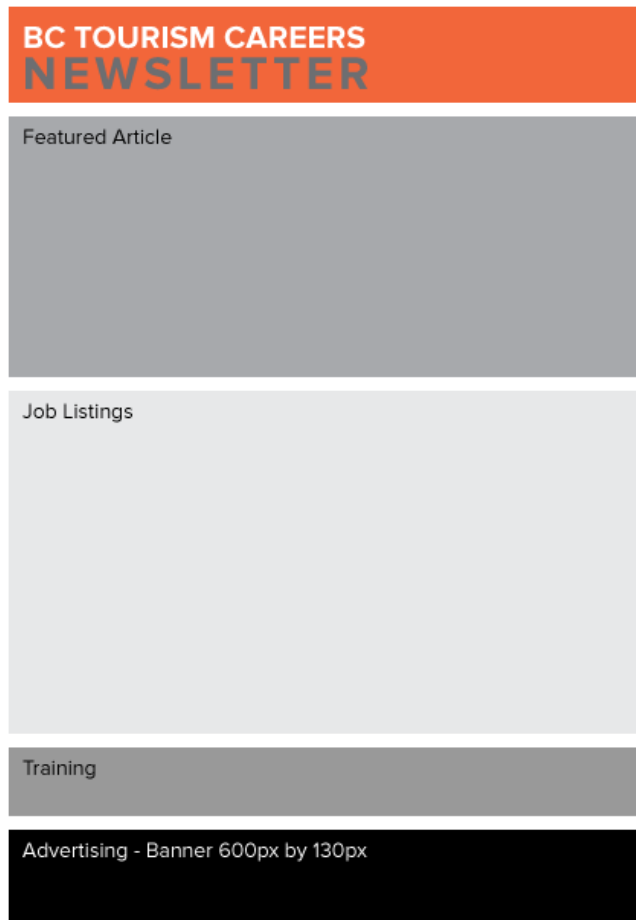
- Banner ad, non-animated
- Ad size:
  - Banner - 600px by 130px
- Acceptable file format: .jpg, .gif, or .png
- Ad content must be related to studying in tourism or working in BC's tourism industry. Ad must be approved by go2HR.

### Details

- A horizontal banner ad near the bottom
- Links directly to a landing page of your choice
- Reporting includes exposure and click-throughs to your landing page

### Implementation

- You will provide ad artwork following provided specs
- go2HR will input artwork into eNewsletter template
- Reporting will be available 14 days after distribution



## 2019 Schedule

### Corporate Newsletter

Issue	Booking Deadline	Artwork Deadline	Distribution Date
May 2019	May 10, 2019	May 17, 2019	May 24, 2019
June 2019	Jun. 7, 2019	Jun. 14, 2019	Jun. 21, 2019
July 2019	Jul. 12, 2019	Jul. 19, 2019	Jul. 26, 2019

### Tourism Careers Newsletter

Issue	Booking Deadline	Artwork Deadline	Distribution Date
May 2019	May 10, 2019	May 17, 2019	May 31, 2019
June 2019	Jun. 7, 2019	Jun. 14, 2019	Jun. 28, 2019
July 2019	Jul. 12, 2019	Jul. 19, 2019	Jul. 31, 2019

## Cost

Channel	Cost Per Issue*	Same Month Combo Discount** (10%)
Corporate eNewsletter	Box Ad - \$250 Banner Ad - \$200	Box + Banner - \$400 Banner + Banner - \$360
Tourism Careers eNewsletter	Banner Ad - \$200	

*\*Ad space is available on a first come, first served basis. Consecutive ad booking is currently not available. \*\*Applies to ad placement in both Corporate and Tourism Careers eNewsletter in the same month.*

## Contact

If you are interested in advertising with go2HR, contact Alex Mrazek, Digital Marketing Specialist, at [amrazek@go2hr.ca](mailto:amrazek@go2hr.ca) or call 604 633 9787 ext. 226.