



Building Owners and Managers  
Association of British Columbia

[WWW.BOMA.BC.CA](http://WWW.BOMA.BC.CA)

# BUILDING OWNERS AND MANAGERS ASSOCIATION OF BRITISH COLUMBIA MEDIA GUIDE

**CONNECT WITH MEMBERS OF THE  
LARGEST COMMERCIAL REAL ESTATE  
ASSOCIATION IN BRITISH COLUMBIA!**

*Online Buyers' Guide / eNews / Energy Express*

FOR MORE INFORMATION, PLEASE CONTACT:

**NAYLOR**   
ASSOCIATION SOLUTIONS



# THE BOMA BC ADVANTAGE:

## \$11.7B

In 2017, the Vancouver commercial real estate investment volume totaled **\$11.7 billion**.

## \$2.88B

The commercial real estate industry in British Columbia generates **\$2.88 billion** in annual revenue.\*

## 80%

BOMA BC members represent **80%** of commercial real estate professionals in British Columbia.

## 80M

Our members own or manage over **80 million square feet** of commercial real estate in British Columbia.

## WHO YOU'LL REACH:

Our members turn to the *Online Buyers' Guide* when searching for trusted products and services related to the industry.

Our two monthly newsletters *BOMA BC eNews* and *BOMA BC Energy Express* provide timely industry topics and association news.

Users include those responsible for purchasing decisions, including:

- Building Owners
- Leasing Professionals
- Facility Managers
- Developers
- Managers
- Asset Managers

**PARTNER WITH BOMA BC AND REACH MEMBERS OF THE LARGEST COMMERCIAL REAL ESTATE ASSOCIATION IN BRITISH COLUMBIA!**

**CONTACT YOUR NAYLOR ACCOUNT EXECUTIVE TODAY!**

Source: Ibis World Report 53121CA  
2018 Canadian Real Estate Market Outlook  
2017 BOMA BC Marketing Questionnaire



**ONLINE BUYERS' GUIDE**  
[bomabc.officialbuyersguide.net](http://bomabc.officialbuyersguide.net)  
**BOMA BC eNews**  
**BOMA BC ENERGY EXPRESS**



**NAYLOR**   
 ASSOCIATION SOLUTIONS

Building Owners and Managers Association of British Columbia

# **BOMA BC ONLINE BUYERS' GUIDE**

## **PAST ADVERTISERS**

Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with BOMA BC and strongly encourage our members to do business with vendors that support our association. Members know that they can confidently select the quality products and services featured within the official resources of the *BOMA BC Online Buyers' Guide*.

AllWest Facility Services Ltd

Applied Coatings and Restoration Inc.

Bartlett Tree Experts

Bee Clean Building Maintenance

BFL Canada Insurance Services Inc.

CMI Concierge & Security Inc.

Commissionaries BC

Community Fire Prevention Ltd

Custom Air

Evergreen Building Maintenance Inc.

Fusion Security, Inc.

G4S Secure Solutions (Canada) Ltd.

Goodbye Graffiti

Houle Electric Ltd.

Industrial Plastics & Paints

Lasertech Floorplans Ltd.

Measure Masters

Mitsubishi Electric Sales Canada

NDY Management Canada Inc.

Omicron Canada Inc.

Polycrete Restorations

Priority Building Services LTD.

RDH Building Science Inc.

Read Jones Christoffersen LTD.

Retro Specialty Contractors

Secured Security Group

SES Consulting

Simson-Maxwell

Sundawn Integrated Services Inc.

Ultra-Tech Cleaning Systems Ltd

WPS Disaster Management Solutions, Ltd.

# BOMA BC eNEWS

## ABOUT THE ENEWSLETTER

BOMA BC eNews updates 640+ members on BOMA's advocacy initiatives and events. It keeps members updated on: regulations; issues affecting the industry; BOMA's programs and services; and recaps BOMA's major networking events. It's also a resource for other commercial real estate news.

BOMA BC eNews is your direct link to decision makers in the commercial real estate industry, including firms and individuals that own, manage, plan, develop, market and lease office buildings, institutions, government agencies, retail centres and industrial parks.

### Enjoy the benefits of a targeted eNewsletter:

- Delivers your message directly to the inbox of 640+ decision-makers on a monthly basis
- Frequently forwarded to others for additional exposure
- Cross-promoted in other BOMA BC publications and communications pieces
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Archives are accessible for unlimited online viewing



### 1 First Sponsored Content

12 Months | \$3,150

- Only one spot available – NO ROTATION

### 2 First Rectangle Ads (300 x 250 pixels)

12 Months | \$2,890

- Only two spots available

### 3 Second Sponsored Content

12 Months | \$2,625

- Only one spot available - NO ROTATION

### 4 Second Rectangle Ads (300 x 250 pixels)

12 Months | \$2,365

- Only two spots available

### Distributed Monthly Sections Include:

- Industry News
- Programs & Services
- Events

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.  
Disclaimer: Please note that the mockup shows overall newsletter layout, but exact ad location on the newsletter will vary based on the amount of editorial content supplied each issue.

For the latest online specs, please visit [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)



# BOMA BC ENERGY EXPRESS

## ABOUT THE eNEWSLETTER

BOMA Energy Express is an information source for all energy efficiency and sustainability related news for commercial real estate. Article topics include: renewable energy; new technology; rebate programs; and information to help buildings be more sustainable.

### Enjoy the benefits of a targeted eNewsletter:

- Delivers your message directly to the inbox of 1,500 decision-makers on a monthly basis
- In addition to BOMA BC members, opt-in subscription means that professionals in the market for your products and services see your message
- Frequently forwarded to others for additional exposure
- Cross-promoted in other BOMA BC publications and communications pieces
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Archives are accessible for unlimited online viewing
- Limited available ad space makes each position exclusive



### 1 First Sponsored Content

12 Months | \$3,150

- Only one spot available – NO ROTATION

### 2 Rectangle Ads (300 x 250 pixels)

12 Months | \$2,365

- Only two spots available

### 3 Second Sponsored Content

12 Months | \$1,575

- Only one spot available – NO ROTATION

### Distributed Monthly

### Topics Include:

- Renewable Energy
- New Technology
- Sustainability

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Disclaimer: Please note that the mockup shows overall newsletter layout, but exact ad location on the newsletter will vary based on the amount of editorial content supplied each issue.

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# BOMA BC ONLINE BUYERS' GUIDE

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WWW.BOMABC.ONLINEMARKETBASE.ORG

The BOMA BC MarketBASE takes online buyers' guides to the next level, delivering a content rich, interactive site where buyers' can come to research products and services in their industry, and your company can become a thought leader by delivering valuable content to engage with potential customers.

## 24/7 fully responsive buyers' guide with a number of features:

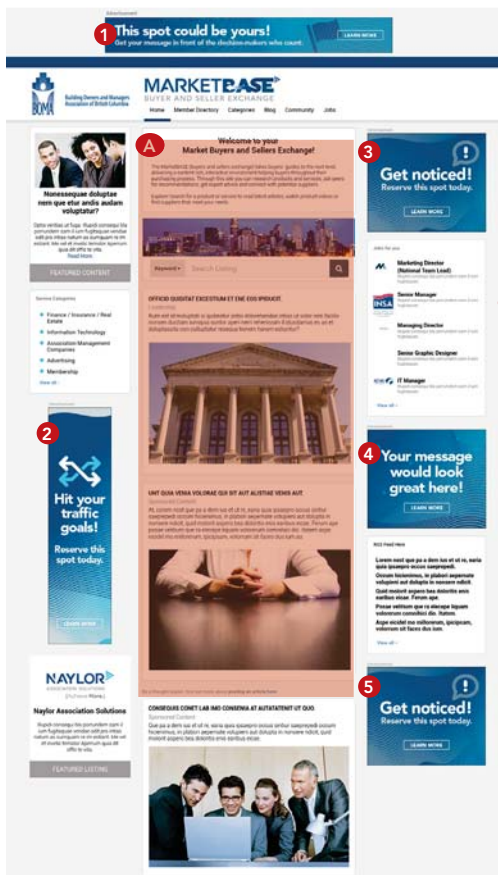
- Improved search with auto-suggest functionality built in to help deliver quick, relevant results.
- Multiple advertising options including enhanced listings with added features, run of site display advertising, and sponsored content marketing opportunities.
- Cross promotion in other BOMA BC communication pieces.
- Advertising opportunities leading visitors to a landing page of your choice to learn more about your business offerings.



The purchase of any display ad comes with a

**COMPLIMENTARY** Premier Listing

– a \$450 value!



### A NEW Content Marketing Opportunities

- Content Level 1 - Native Ad (50-70 words) | \$1,500
- Content Level 2 - Advertorial (Up to 500 words) | \$2,600
- Content Level 3 - Sponsored Content | \$3,000

### 1 Super Leaderboard – EXCLUSIVE | \$2,775

12 months, 970x90 pixels\*. Display your business uniquely and exclusively! Showcase your company at the top of every page with a call to action.

### 2 Skyscraper | \$2,575

12 months, 6 rotations, 160x600 pixels\*. The skyscraper is positioned on the left hand column of every page, ensuring your message is prominently displayed.

### 3 1st ROS Rectangle | Free with Skyscraper 4 2nd ROS Rectangle | \$1,575

12 months, 4 rotations, 300x250 pixels\*. The rectangle positions are located on the right hand column of every page, ensuring your message is prominently displayed.

### 5 3rd Category Rectangle | \$875

12 months, 2 rotations, 300x250 pixels\*. The category rectangle is located on the right hand column as one of 2 ads for a category page of your choice, ensuring your message is displayed in front of a relevant audience.

Naylor charges a fee for artwork creation or revisions on native and responsive ad sizes. This additional fee will appear on your final invoice if artwork submitted is not publish-ready. Please contact your sales representative for fee details.

\*Your display ad option may require responsive ad sizes. For complete specs on all sizes involved, visit [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs).



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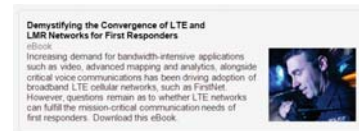
# CONTENT MARKETING OPPORTUNITIES



Position your company as a thought leader and solution provider in the industry!  
Reach key decision-makers at their workplace or on the go, educate our members regarding the benefits of using your product or service, and improve the credibility of your company.

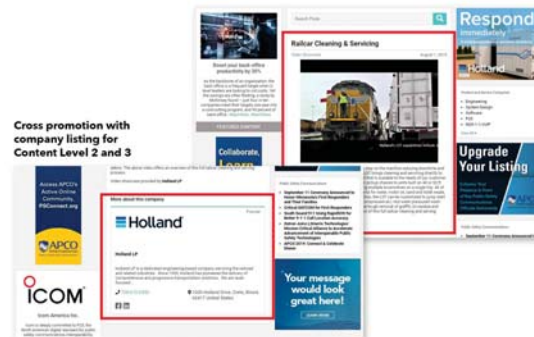
## Content Level 1 – Native Ad

- **Headline** (up to 10 words)
- **Summary** (up to 50-70 words)
- **Featured Image** (180x150 thumbnail)
- **External Call to Action Link**



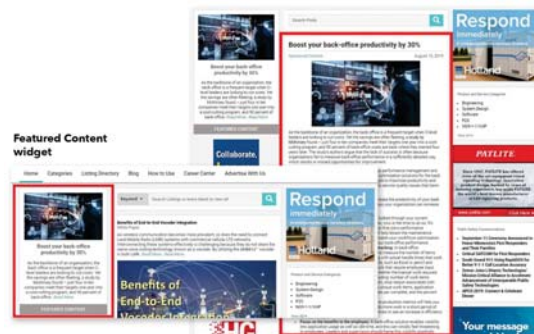
## Content Level 2 – Advertorial

- **Headline** (up to 12 words)
- **Article content** (up to 500 words – summary links to full article page)
- **Featured image** (500 pixels wide)
- **External download or call to action link**
- **Cross promotional linkage to company's premier listing**



## Content Level 3 – Sponsored Content

- **Headline** (up to 15 words)
- **Article content** (up to 2,000 words – summary links to full article page)
- **Featured image** (500 pixels wide)
- **Additional images on full article page** (up to 3)
- **Multiple call to action links permitted on full article page**
- **Cross promotional linkage to company's premier listing**
- **Run of Site presence through Featured Content widget for 1<sup>st</sup> month**



The association and Naylor will have final approval of text in the sponsored content.  
Contact your sales representative for additional details on content guidelines.

# BOMA BC ONLINE BUYERS' GUIDE

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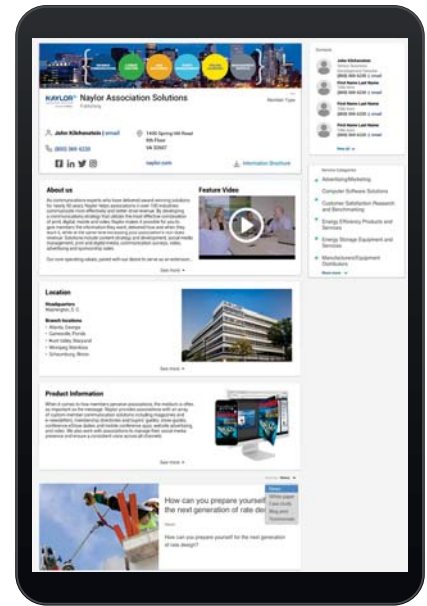
WWW.BOMABC.ONLINEMARKETBASE.ORG

## Premier Listing Package | \$450

Premier Listings are designed to offer heightened visibility within *BOMA BC Online Buyers' Guide*. They contain all basic information. *Includes five (5) product/service category listings of your choice. Additional category listings are \$50 each.*

## Premier Listing additional features:

- Company logo
- Active website, social media links, email address and up to five contacts
- Extended company profile and products and services listing
- Product image and description
- Integration with Google features including search indexing



## MAXIMIZE THE IMPACT OF YOUR PREMIER LISTING WITH THESE UPGRADES

### 1 Category Sponsor

For companies that want to ensure top visibility in their category, we offer guaranteed placement above your competitors. When visitors click on a product/service category, your company is the first that they see. **Includes Video upgrade.**

**Category Sponsor #1 | \$895**

**Category Sponsor #2 | \$795**

**Category Sponsor #3 | \$695**

### 2 Video Upgrade

Bring your Premier Listing to life! Add a video with sound that shows your product or company in real life. Videos can run up to 5 minutes.

**Upgrade | \$200**

For the latest online specs, please visit [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)

*Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.*



# BOMA BC ONLINE BUYERS' GUIDE

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## PREMIER LISTINGS VERSUS BASIC LISTINGS

### Premier Listing includes:

- Premium Placement Above Basic Listings
- Company Logo
- Company Name
- **Company Contacts**  
*Up to five with separate title, email and phone number for each person*
- Full Mailing Address
- Phone Number
- Fax Number
- Active Web link
- Active Email
- Active Facebook, Twitter and LinkedIn links
- **Product/Service Category Listings**  
*- Includes five categories of your choice*  
*- Additional categories available for \$50 each*
- Extended Company Profile
- Product/Service Image
- Extended Product/Service Description

### Upgrade Opportunities:

- 1 Guaranteed position with category sponsorship
- 2 Add a video to your listing

### Basic Listing includes:

- Company Name
- Company Contact  
*- Limited to one person*
- Full Mailing Address
- Phone Number
- Fax Number
- Active Email
- Product/Service Category Listing  
*- Includes 5 categories - Assigned by association*

# BOMA BC ONLINE BUYERS' GUIDE

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## PREMIER LISTING CATEGORIES

Our *BOMA BC Online Buyers' Guide* allows visitors to locate your business quickly and easily. Your Premier Listing will appear under the categories of your choice, ensuring that your company is seen by those in the market for your products and services.

**Five free categories are included with your Premier Listing**, and additional categories are only \$50 each. Bold terms are for grouping purposes only and are not available for selection.

### Building Maintenance

- Carpet & Upholstery Cleaning
- Electrical
- Elevators/Escalators
- Exterior Cleaning
- Floor Cleaning & Repair
- Generators
- HVAC
- Janitorial Services
- Landscaping
- Lighting
- Mechanical
- Painting
- Pest Control
- Plantscaping
- Plumbing & Drainage
- Power Washing
- Restoration
- Roofing
- Snow Removal
- Waste Management
- Water Treatment
- Waterproofing
- Window Cleaning

### Building Management

- Consulting
- Fee Management
- Leasing
- Parking Management
- Property Management
- Tenant Services

### Building Products

- Appliances
- Cleaning Products

- Doors & Locks
- Fences & Railings
- Floor Coverings
- Wall Coverings
- Washroom Products
- Windows

### Construction

- Carpentry
- Construction Management
- Services
- Demolition
- Drywall
- Foundation
- General Contractors
- Insulation
- Renovations

### Energy & Environmental

- Air Quality
- Energy Providers
- Energy/Water Consulting
- Energy/Water Management
- Green Products/Services
- Hazardous Materials
- Recycling

### IT & Communications

- Communications Systems
- Computers
- Data & Communications Cabling
- Telecommunications

### Marketing & Communications

- Consulting
- Promotions

- Publications
- Signage & Banners
- Trade Shows & Exhibit

### Other

- Audio Visual
- Catering
- Film Production
- Moving
- Recreation
- Rental
- Storage
- Towing

### Professional Services

- Accounting
- Architecture
- Credit & Collection
- Engineering
- Financial Services
- Floor Measurement
- Human Resources
- Insurance
- Interior Design
- Legal
- Property Tax & Appraisal
- Surveying

### Safety & Security

- Emergency Planning
- Fire Safety
- Health & Safety
- Security Services

Five (5) free categories with any Premier Listing. Additional listings are \$50 each. No limit.

\_\_\_\_\_ Additional Categories X \$50 = \$ \_\_\_\_\_

Initial: \_\_\_\_\_ Date: \_\_\_\_\_

# BOMA BC ONLINE BUYERS' GUIDE

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## PREMIER LISTING CHECKLIST

**Below is a checklist of all elements required in order to process your Premier Listing.**

**Full-Color Company Logo**

The size of your logo should be **240 pixels wide x 120 pixels high** and no larger than 100kb. We accept JPG or GIF format

**Company Contacts - Up To Five**

Please include job title, phone number and email address. All email addresses will be hyperlinked and active.

**Company Description**

This is strictly **textual information about your company**. You can include your company's mission statement or a description of the products and services you offer. No graphics are allowed in this section. The initial viewable text is 3,000 characters that can be extended upon click by an additional 3,000 characters for 6,000 characters maximum. *All text should be provided to us in a Word document that allows us to cut and paste your description to your order.*

Keep in mind that each word in your company description is searchable via the "keyword" search function. Be thorough and include all elements of the products/services you provide. We allow you to change your listing on a monthly basis. If changing your listing or adding more information, please email this to your Naylor account executive.

**Website Activation**

Please provide us with the **website, Facebook, Twitter and LinkedIn URLs to which your listing should link**. *Your website will be listed along with your contact information and will be included each time anyone searches for your company by the various searching capabilities available.*

**Product/Service Categories**

All extra information will show up under all of the categories you select. **Five category listings are included** in the initial price of the Premier Listing. *Additional category listings can be purchased for \$50 each.*

**Full-Color Product Image and Description**

The size of your product photo should be **240 pixels wide x 240 pixels high** and no larger than 100kb. We accept JPG or GIF (animation must be no longer than 25 seconds). You can also include a brief product description (500 characters maximum) that will appear next to the product image.

**Video Upgrade - Additional cost: \$200**

Your video should run no longer than five minutes. We accept the following video formats: MP4, MOV, and AVI. Video dimensions should be 400 pixels by 300 pixels.

**Category Sponsorship Video (INCLUDED WITH YOUR CATEGORY SPONSORSHIP PURCHASE)**

Your video should run no longer than five minutes. We accept the following video formats: MP4, MOV, and AVI. Video dimensions should be 400 pixels by 300 pixels.

Once we receive all elements of your Premier Listing, we will post it to the site. Your one-year time frame begins the day we post your listing. Feel free to contact your Naylor account executive should you have any questions or concerns. We look forward to getting you posted on the site. Thank you.

# BOMA BC ONLINE BUYERS' GUIDE

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## ONLINE ADVERTISING SPECIFICATIONS

### MARKETBASE - DISPLAY ADVERTISEMENT

#### Super Leaderboard

- 970 x 90 pixels
- 728 x 90 pixels
- 320 x 50 pixels
- JPG or GIF accepted
- Max file size 100 KB

#### Skyscraper

- 160 x 600 pixels
- 300 x 250 pixels
- JPG or GIF accepted
- Max file size 100 KB

#### Large Rectangle

- 300 x 250 pixels
- JPG or GIF accepted
- Max file size 100 KB

### MARKETBASE - CONTENT MARKETING SPECS

#### Sponsored Content

**PLACEMENT:** The Sponsored Content article will be displayed on the home page of the MarketBASE for the initial month purchased, and will continue to live on the site indefinitely in the Blog's content feed, searchable by keyword.

#### SPECS:

- Content should be supplied in a Word document. Images can be supplied as separate files.
- Article Headline: Up to 15 words
- Article Body: Up to 2,000 words
- Article should focus on products/services relevant to the industry of the online buyers' guide.
- One featured image can be included, as well as one company logo (size will scale down to fit website columns)
- Featured image will show full size on the article, but will appear in a thumbnail size on the main content feed.
- Multiple hyperlinks can be included.

#### CONTENT GUIDELINES:

- Content should be geared toward a relevant product/service topic within the buying and selling exchange. Content should identify an issue and/or solution that would benefit buyers and suppliers in the industry.
- Content should be independent of the particular advertiser, and the overall message and tone should not be promotional in nature.
- The Association reserves the right to review and edit any sponsored content as it deems necessary to meet the above requirements prior to publishing.

#### Native Advertising

**PLACEMENT:** The Native Advertising ad option will be placed within the main content feed of the MarketBASE site, where it will continue to live on the site indefinitely and be searchable by keyword.

#### SPECS:

- Content should be supplied in a Word document. Image can be supplied as a separate file.
- Article Headline: Up to 10 words
- Article Summary: Up to 50 words
- 1 call to action link
- 1 featured image (size will scale down to fit website columns)

#### CONTENT GUIDELINES:

- Native Advertising is a true-text based advertisement that is promotional in its messaging. This message can reference whitepapers, case studies, product releases, etc.
- Native Advertising is a typical ad in HTML form, and should not require Association review or approval prior to posting.

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[www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)