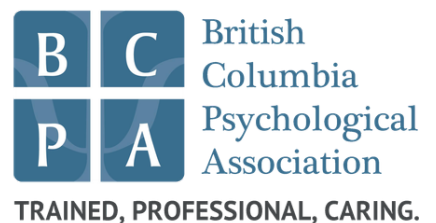


ADVERTISING OPPORTUNITIES

2026-2027



Grow your
organization with us





1,000 +
Subscribers



14,000 +
Visitors/month



610 +
Followers

AMPLIFY YOUR IMPACT WITH BCPA!

Discover our online advertising opportunities tailored to fit any budget.

Connect directly with over 1,000 psychologists through our targeted platforms.

- Employment and volunteering opportunities.
- Services offered.
- Professional development events.
- Office space.
- Professional Development.
- Business opportunities.
- Equipment and supplies.
- Psychological tests and materials for sale.
- Grants and funding opportunities and more!

Whatever your needs, our platform provides the ideal space to reach your target market effectively!

WEEKLY NEWSLETTER

We send a weekly email to members with updates & announcements and paid advertising, such as events and job postings. Our newsletter has a reach of over 1,000 psychologists, students, and professors in BC.



80% +
Open rate



14% +
Click rate



Weekly
on Mondays

WEEKLY NEWSLETTER

Technical Specifications and Submission Requirements

We feature three ads per newsletter, so please book well in advance to secure your spot.

Start by completing our [advertising booking form](#).

Text Content:

- Word Limit: Maximum of 200 words
- Headline: Include a clear and engaging headline
- Format: Submit text in .doc or similar formats

Images:

- Formats: .JPEG or .PNG (square or banners 7.2 x 2 in)
- Resolution: Ensure images are high-quality

Submission:

- After submitting the booking form, you will be contacted to confirm dates, and send the materials.

Deadline: All materials must be received at least one week before the publication date.

BCPA Members Enjoy
25% Off Advertising

Member Rates

Regular Rates

Top Placement

1 issue: \$165
2 issues: \$300
4 issues: **\$578**

1 issue: \$220
2 issues: \$400
4 issues: **\$770**

Middle Placement

1 issue: \$146
2 issues: \$263
4 issues: **\$495**

1 issue: \$195
2 issues: \$350
4 issues: **\$660**

Bottom Placement

1 issue: \$124
2 issues: \$230
4 issues: **\$413**

1 issue: \$165
2 issues: \$305
4 issues: **\$550**

Student' Rate

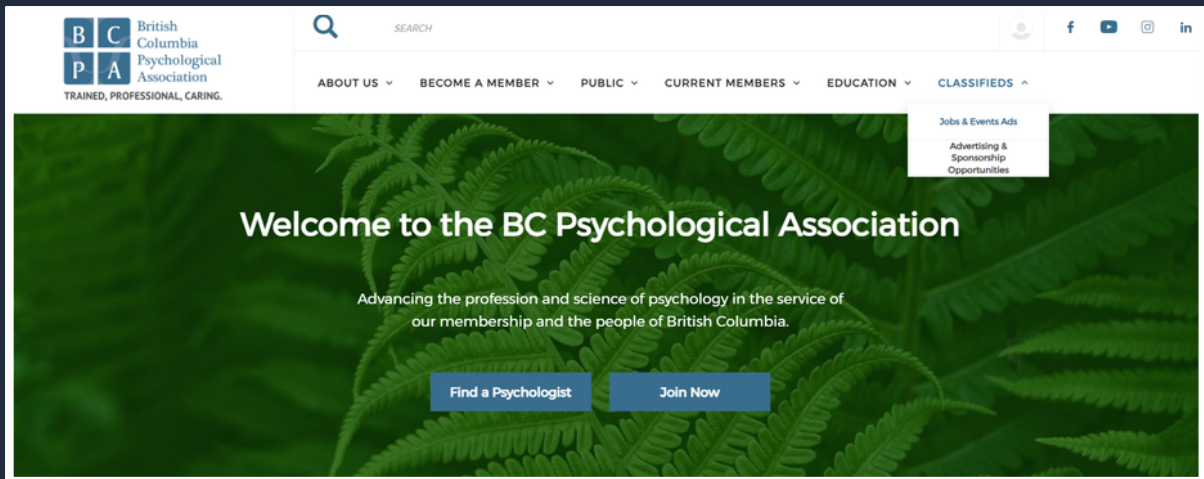
BCPA Member: 1 complimentary research survey post/year & follow-ups: \$25 per issue

Non-Member: Research survey post: \$60

Note: The prices listed do not include GST.
5% GST will be added to all invoices.

MONTHLY WEBPOST

Our website provide a unique opportunity to expand your brand's reach and connect with a broader audience. With homepage and landing page placement, our advertising effectively targets your desired audience.



Member
Rate
\$ 180

Regular
Rate
\$ 240

Technical Specifications and Submission Requirements

Start by filling out our **advertising booking form**.

Text Content:

- Word Limit: Maximum of 200 words
- Headline: Include a clear and engaging headline
- Format: Submit text in .doc or similar formats

Images:

- Formats: .JPEG or .PNG
- Resolution: Ensure images are high-quality

Submission: After submitting the booking form, you will be contacted to confirm dates, and send the materials.

Deadline: All materials must be received at least three business days before the publication date.

Note: The prices listed do not include GST. 5% GST will be added to all invoices.

SOCIAL MEDIA



Member
Rate

\$ 150

Regular
Rate

\$ 175

Note: The prices listed do not include GST. A 5% GST will be added to all invoices.



Maximize your reach with two posts every other week on our LinkedIn profile.

Connect with professionals and potential customers right within your niche!

BUNDLE OFFERS: BOOK MORE, SAVE MORE!

Book 2 platforms and save 15%!

Example: 2 newsletter issues + 1 social media package.

Book 3 platforms and save 20%!

Example: 1 newsletter issue + 1 website post + 1 social media package.

Do you have questions?

Contact us at

communications@psychologists.bc.ca.

