



Yonge-Bloor-Bay Business Association 2007 Advertising Opportunities

Website Banner (Members Only): Size: 7" x 1"

Annual Rate only: \$375 per year

Link to e-mail or website or an attachment (Word or PDF document)

| | | | |
|------------------------------|------------------------|-----------------|----|
| Total of 7 available: | 3) Membership | 6) Events | 7" |
| 1) Critical Issues/News | 4) Membership Benefits | 7) Event Photos | |
| 2) Executive | 5) Member to Member | | 1" |

Advertising Page (Members Only): Minimum 3 months

\$10 per month
Link to e-mail or website

1"

3.5"

\$20 per month
Link to e-mail or website

2"

\$30 per month
Link to e-mail or website

3"

**Special sizes: contact YBB office

Payment: by credit card in advance

Booking: before the last week of the month

Creative Material: a 72 dpi jpeg, accurately sized or 'copy and paste' message.

Creative Services: if required, YBB has arranged with MVJ Group Inc., a YBB Director, for preferred member rates. Please contact admin@mvj-group-on.ca for more details.

The Yonge-Bloor-Bay Business Association (YBB) reserves the right:

- 1) to increase rates at any time
- 2) to reject, discontinue or omit any advertisement
- 3) to cancel any advertising contract for reasons satisfactory to the YBB
- 4) to revise or reject advertisements in accordance with standards acceptable to the YBB.

For more information, please contact the YBB office at 416-922-4211

E-Bulletin: Members \$75; Non-members \$125

- E-mail with an offer to the YBB membership and exposure on *Member to Member Special Time Limited Offers* page for a period of 1 month with link to the attachment
- Frequency per advertiser: maximum 1 every 3 months
- Wording for the e-message: maximum 60 words not including salutation and closing/signature
- Attachment (one file only) with the offer should be in Word or PDF format

Sample E-Bulletin



Yonge-Bloor-Bay Business Association E-Bulletin

Contact us: 55 Bloor Street W., Suite 220, Toronto, Ontario, M4W 1A5 ● T: 416-922-4211 ● F: 416-928-2034 ● E: info@ybb.org ● www.ybba.org

Dear YBB members:

As a proud member of the YBB and your community ABC Bank branch (corner of Belair and Cumberland), we are offering an exclusive personal banking package just for YBB members and their families. Please read the attached PDF carefully and then call Mr. John Doe, Account Manager, Personal Financial Services at 416-555-1234 to learn more.

Sincerely

Ms Friendly Banker
Assistant Vice President and Branch Manager, ABC Bank

You are receiving this e-mail because you are a member of the YBB. If we have sent this to you in error, or if you wish to remove your name from future communications, please reply and request your name be taken off our e-mail list.

For more information, please contact the YBB office at 416-922-4211

YBB continues to offer our members a **free** Member Roster Listing and Member to Member Programme listing as part of your membership benefits. See the YBB Member to Member information for more details <http://www.ybba.org/Pages/Membership2.html> or contact the YBB office at 416 922 4211