

Promote Your Products & Services on British Columbia's Hottest New Resource for Career Practitioners and Job Seekers!

BC Workinfonet, a long-time favourite online-resource for BC's Employment Sector has been transformed into a new and exciting entity



We have completely redesigned the website to provide greater and easier to access support for career practitioners and job seekers across BC and beyond. Our mission is to provide a respected resource for career practitioners that offers a platform for networking and information sharing.

Do you sell products or services that aid in client service deliver or help job-seekers?

Do you have jobs that you are seeking to fill?

If so, Workapedia is the place to invest your advertising dollars.

A screenshot of the WorkAmedia.ca website homepage. The header includes the site logo, navigation links (About Us, Contact), social media icons, and a search bar. Below the header is a main navigation menu with categories like Home, Job Seekers, Career Planning, Career Practitioners, Calendar of Events, Online Store, and Blog. The main content area features a large banner with a photo of two people talking, a list of navigation links (Practitioner at Work, Work Your Career, Looking for Work, WorkaMedia, Online WorkStore), and several featured sections: "Latest Headlines" with a RSS icon and a link to the ASPECT 2010 Provincial Conference; "Job Feeds" with a person icon and a link to Manager of Employment Programs; "Employment Training Agencies" with a map icon and a search function; and "Calendar of Events" with a calendar icon. A prominent black box on the right side of the page advertises the "ASPECT PROVINCIAL CONFERENCE" on November 4 & 5, 2010, at Delta Ocean Pointe Resort & Spa in Victoria, BC, and encourages users to join the next event.

WorkApedia Online Advertising Rate Card

Achieve maximum impact with high visibility banner and button advertising locations...



Your banners and buttons are prominently displayed throughout the Workapedia website.

Banners: appear at the top of the page, so they are one of the first things that visitors to the site see.

Buttons: appear on the right-hand side of the page, right next to page content.

Become **Workapedia Expert Contributor** and position you and your organization as the “go to” experts in your field by sharing your knowledge of Career Development solutions!

- Do you have expert advice that you can offer to Career Development Practitioners and Job Seekers?
- Do you like to share your ideas and best practices?
- Do you have a flair for writing articles and/or blog posts.

If you answered yes to any of these questions, then you should consider becoming a Workapedia contributor, BC’s most comprehensive new resource for Career Practitioners and Job Seekers!

"When people spread your ideas and tell your stories, buyers are eager to do business with you. All kinds of doors begin to open.

-David Meerman Scott, Author of “The New Rules of PR: How to Use News Releases, Blogs, Podcasting, Viral Marketing and Online Media to Reach Buyers Directly”

What we ask for...

- **Provide Compelling Content for Career Development Practitioners and/or Job Seekers:** Relevant stories, advice, best practices that contribute to career development or job search efforts.
- **Refrain from Self-Promotion in Your Products or Services:** Workapedia site visitors are seeking information, best practices, and new ways to be successful in their work. We ask that you please refrain from directly promoting your business, products or services in your posts. Your name, email address, website and a short biography will be included with each article posted.

Advertisement Pricing...

Workapedia advertising is based on “impressions” served. What that means is that you are paying by the number of times advertisement actually appears to website visitors.

Pricing is based on blocks of 1000 impressions ([CPM](#)).

Advertisement Type	Price p/ 10,000 impressions	Price p/ 20,000 impressions	Price p/ 50,000 impressions	Price p/ 100,000 impressions
Banner	\$60.00	\$100.00	\$225.00	\$325.00
Button	\$35.00	\$60.00	\$125.00	185.00

Workapedia’s advertising management application ensures that your advertisement is seen by site visitors, based on the number of impressions you have purchased. Every time your advertisement is viewed on a Workapedia page that is one impression.

Expert Contributor...

Expert Contributor is priced on a per article/blog basis. Your article will be categorized by topic, featured prominently on the [Workapedia Homepage](#) under the “Latest Headlines” for at least one week, followed by a listing “Recent Post” section of the [Workapedia Blog Page](#), then it will be added to our Blog Archives so site visitors can continue to refer to it for an indefinite period.

As a contributor you also receive 10,000 banner or button impressions at no extra cost!

Your investment per posted article \$300

(Please note that ASPECT reserves the right to accept or decline any submissions)

Measuring success...

Workapedia provides comprehensive statistics on your advertising campaign. You can track...

- Your total number of ad-view impressions to date
- The total number of times someone has clicked on your advertisement and visited your site ([Click-Through Rate](#))

Advertisement Specifications & Submission Guidelines...

Ad Type	Dimensions	Accepted File Formats*
Banner	468 pixels wide x 60 pixels high	.JPG, .GIF
Button	120 pixels wide x 240 pixels high	.JPG, .GIF
Expert Contributor Content	Guidelines: Between 250 - 1000 words	Word. doc or Word.docx

* Banners and buttons may include animation

Start your banner and button advertising campaign at anytime...

Because advertising is based on impressions, you can start your advertising campaign at anytime. Simply complete the following Advertising Reservation Form and we'll get you started.

Expert Contributor Content is posted on a week-by-week basis. Contributors are asked to reserve the week they would like their content to appear in advance.

Advertising Registration Form:

Contact Information...				
Organization:				
Contact Name (<i>First/ Last</i>):				
Website:				
Email:				
Tel:				
Ad Reservation Details...				
Ad Type 1:	Banner Advertisement (468 x 60 pixels)			Select (x):
Number of Impressions: (X)	10,000 - \$60	20,000 - \$100	50,000 - \$225	100,000 - \$325
Ad Type 2:	Button Advertisement (120 x 240pixels)			Select (x):
Number of Impressions: (X)	10,000 - \$35	20,000 - \$60	50,000 - \$125	100,000 - \$185
Ad Linking Instructions:	Home Page:	Select (x):		
	Other : <i>(List specific URL):</i>	Select (x):		
Payment Details...				
Payment Method: (X)	Visa	MasterCard	Invoice	
Credit Card Payment Details:	Card #	Expiry Date (m/y)	Signature:	

Your Contact:

Kathryn Dafos

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