

BC Museums Association

2021 Advertising Kit

Contact

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**BC MUSEUMS
ASSOCIATION**

www.museum.bc.ca | bcma@museum.bc.ca | 250.356.5700

Align your organization

with an innovative and respected leader in the culture and heritage sector.

Increase your visibility and deepen relationships with British Columbia's museum and cultural heritage community. Our programming and resources draw hundreds of sector professionals, government officials, funders, and industry members from across BC and Canada.

Being part of the BCMA's programming and events is one of the best ways to promote your brand and connect with sector leaders. Continue reading to learn more about our audience and current opportunities.



Online Programs

BCMA delivers year-round programs including webinars, workshops, podcasts, courses, and networking opportunities. Keep reading to learn more about our reach.



Upcoming Events

BCMA's annual conference attracts sector leaders from all over BC and Canada. Keep reading to learn more about our audience.



RoundUp Magazine

RoundUp is a quarterly online magazine published for museum professionals in BC and beyond. Keep reading to see rates!

and more →



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Our reach

The BC Museums Association (BCMA) represents more than 400 members across British Columbia including museums, galleries, cultural centres, heritage sites, and the people who work and volunteer in BC's museums and the cultural heritage sector. We are the go-to source for trusted advice, networking and learning opportunities. We also serve as a hub for information sharing and as an advocate for the sector at large.



2,100+

Twitter followers

2,100+

Facebook followers

850+

Listserv subscribers

650+

HOOT newsletter subscribers

1,000+

RoundUp Magazine readers

400+

BCMA members

Advertising with the BCMA will increase your visibility and deepen relationships with BC's museum and cultural heritage community:

- Museums
- Art galleries
- Cultural centres
- Archives
- Heritage sites
- Historic houses
- Natural history centres
- Science centres & aquariums
- Botanical gardens
- Public library systems
- Arts & Culture organizations
- Post-secondary institutions that offer museums, culture and heritage programs
- Provincial, national and international museums associations
- Public and private sector funders

Our audience

The BCMA delivers dozens of professional development and networking events each year. In 2021, all advertising opportunities will be for online activities. Below is some information about our online audience.



Online Programming

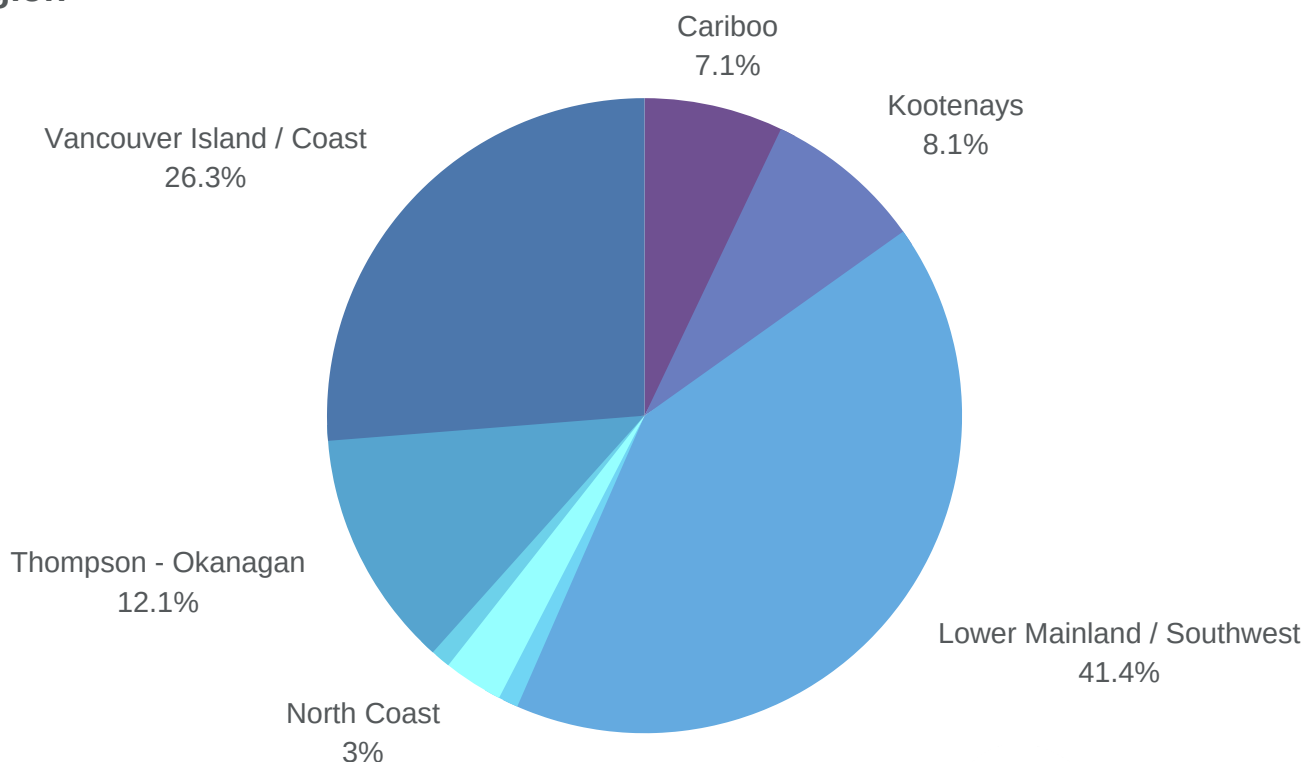
In 2020, BCMA hosted 30 webinars totaling over 2,750 live attendees. The recordings were viewed an additional 3,000 times for an average of almost **200** organization representatives reached per webinar.

Virtual Events

In 2020, BCMA hosted our first Virtual Conference. We received over **1,500** registrations across BC and Canada. In 2021, we will continue to prioritize low-barrier attendance to ensure maximum reach and engagement

Member Demographics

Region



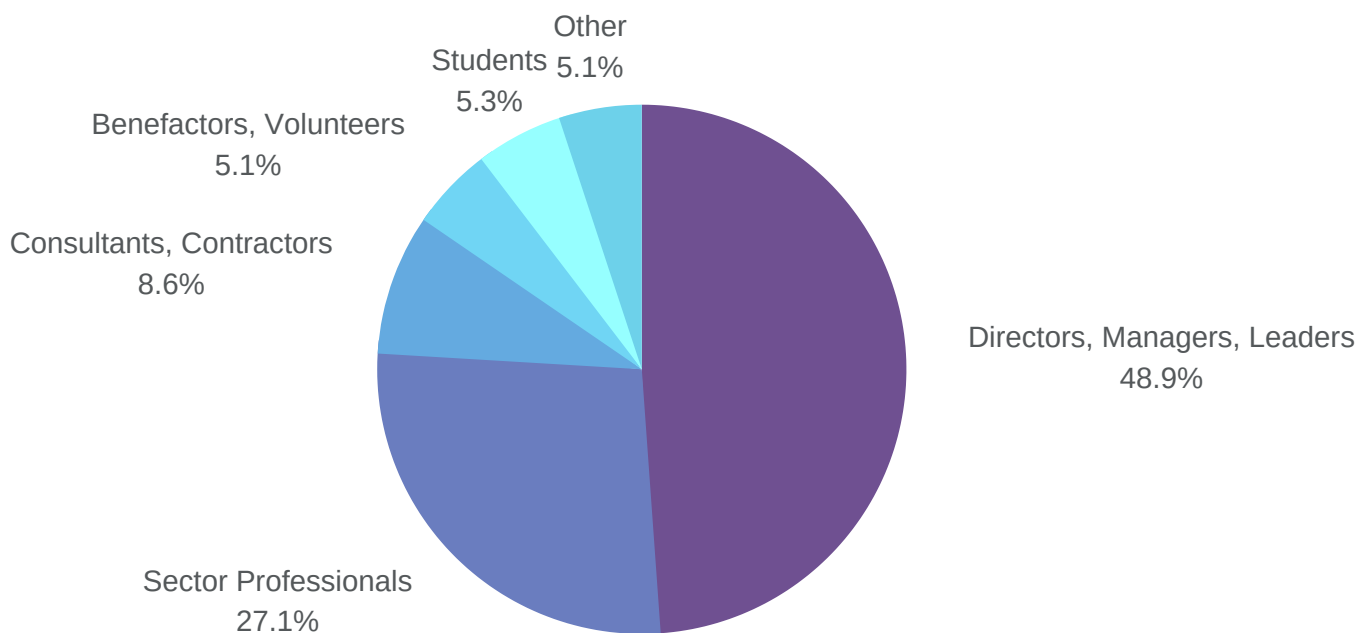
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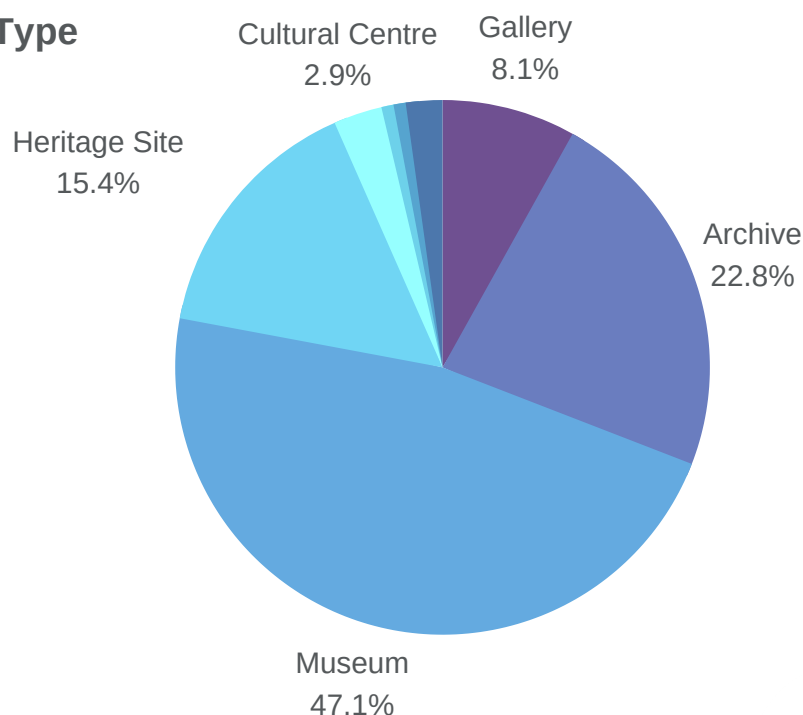


Member Demographics

Involvement in the Arts, Culture and Heritage Sector



Organization Type



RoundUp advertising

RoundUp is a quarterly sector magazine published online and fully integrated into our [new online learning portal](#) to maximize reach and engagement with museum professionals in BC.

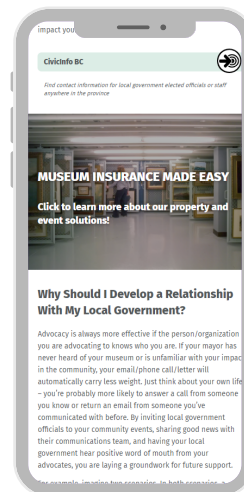
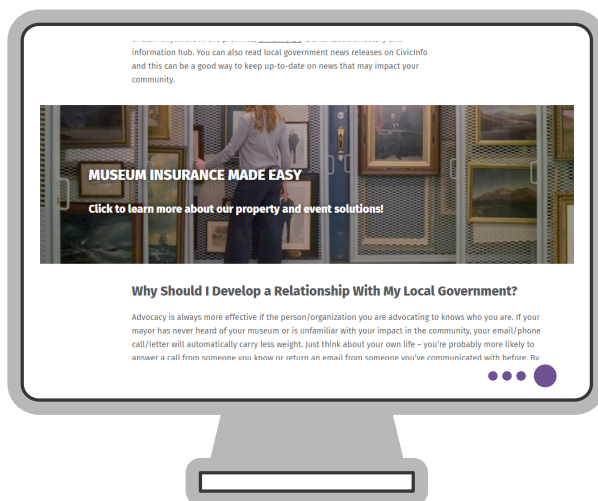


Highly customizable and mobile-optimized advertisements are a low-barrier way to increase awareness of your brand to the 1,000+ readers in BC's arts, culture, and heritage community.

No expensive graphic design needed!

All we need to integrate your ads are the following:

- Simple background image: 1600px wide
- (Optional) Key messaging: 2-3 sentences
- Link: direct our users to your website, email, or promotional page
BCMA can also house and link to a standard 8x11 full-page ad - the banner version will be integrated into the article.
- (Optional) Logo file: .png or .jpg format



Rates

1 issue

ad presence in every article
published in an issue
(minimum of 3 ads per issue)

Member

\$ 125

Non-Member

\$ 250

1 year

ad presence in every article
published in a 12 month period
(minimum of 12 ads per year)

\$ 350

\$ 700

Custom connection

Want to move beyond advertising?

There are many ways to engage with the culture and heritage sector throughout the year. Below are some possibilities to spark ideas and start conversations. We invite you to contact us with your own suggestions to create a one-of-kind opportunity.



Contact Us:

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Thought Leadership

Promote your values and be a voice for the sector by hosting a webinar or discussion panel. Consumers are looking for brands that align with their values, what are yours?

Face-to-Face

Join in the fun and get interactive! Engage with small groups in an *Ask the Expert* session and participate in networking events. Come meet the leaders of BC's culture and heritage community.

Branding

Promote your brand to a wide audience with logo recognition on promotional material and during programming sessions and activities. From branded waiting rooms to virtual swag bags, there's a branding opportunity for you!

We want to hear from you

We encourage you to reach out to learn more about how you can connect with the leaders and decision-makers of BC's culture and heritage sector.



Contact us today!

Abigail Buckwalter-Ingram

Development Manager

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BC Museums Association

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Mailing Address:

675 Belleville Street, Victoria, British Columbia, V8W 9W2 Canada

The BC Museums Association (BCMA) office is located on the traditional, unceded lands of the Lekwungen peoples (Songhees and Xwsepsum Nations). We respect past, present, and future Indigenous stewards and recognize that we are uninvited guests on this territory.

As a reflection of the provincial scope of our membership and organization, we recognize that our affiliates occupy the ceded, unceded, and sovereign territories of Nations across what is referred to as British Columbia.



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