



Your GVHBA 2018 Consumer Outreach **MARKETING PLAN**

Leverage your membership and extend your marketing efforts in 2018 with the GVHBA. It all begins with the Ovation Awards, and continues with home renovation shows and the opportunity to showcase your award-winning projects on the Parade! Marketed in online campaigns, social media, and print, the GVHBA also publishes over 50 articles per year featuring members, providing extensive year-round coverage.

Keep this guide close. Packed with consumer outreach opportunities and exclusive media offers, this is your roadmap to plan, budget, and register for GVHBA 2018 campaigns.



**MONDAY,
JANUARY 22**
Ovation Awards
Call for Entries Closes



**THURSDAY,
MARCH 1**
Ovation Awards
Finalist O'ree



**WEDNESDAY,
MARCH 7**
Homebuyer Forum



**SATURDAY,
MARCH 17**
Home Reno Show at
VanDusen Gardens



**SATURDAY,
APRIL 28**
Ovation Awards
Gala



**FRIDAY,
NOVEMBER 30**
Coats for Kids
Wrap-Up Party



OCTOBER 18-21
Builders' Lounge at
the Vancouver
Fall Home Show



**SUNDAY,
JUNE 10**
Parade of
Renovated +
Custom Homes



Monday, January 22

Ovation Awards Call for Entries Closes

Whether it's about transforming our city skylines, revitalizing aging homes, harnessing innovative technologies, and/or redefining neighbourhoods, winning an Ovation Award will authenticate your brand promise to consumers and the industry. With 51 categories, there is opportunity for builders large and small, and everyone in between. Let the Ovation Awards recognize and elevate your story. Access year-round media coverage; GVHBA member Ovation Award finalists and winners are featured in 50+ articles each year!



\$250+GST per entry
\$400+GST per Grand
Ovation entry



Book by: Monday, January 22
by noon at ovationawards.ca



Thursday, March 1

Ovation Awards Finalist O'iree

The Ovation O'iree is the exclusive finalist reveal party, open only to Ovation entrants and sponsors. Recognition as an Ovation Award finalist exemplifies the commitment of GVHBA members to construction and design excellence. Competition is strong and being named a finalist represents a huge achievement. Your chance to network and be recognized by your industry peers.

Attendance: 200 guests



Complimentary!



Limited sponsorships remain.



Media Opportunities:

- Metro News
- Boulevard Magazine Inc.
8-Page Spread

Regular Rate: \$2,295

GVHBA Rate: \$1,595

**Book advertising by March 10*



Wednesday, March 7

Homebuyer Forum

The GVHBA is offering an interactive and informative evening for first-time homebuyers, and people looking to downsize. Walking consumers through the home buying process, the Forum offers information that is both granular and strategic, not readily found on the internet. Topics include market intelligence, up and coming neighbourhoods, down payment strategies, and shopping for the right product.

NEW: Introducing an online digital marketplace for extended coverage!
Details to come.

Anticipated Foot Traffic: 200 | **Online Traffic:** 300+

Target Market: First-time homebuyers and their parents, and downsizers



\$699 - includes the online
marketplace & table-top



Book by: February 7 (to ensure
media coverage) at [gvhba.org/
homebuyer-forum](http://gvhba.org/homebuyer-forum)



Media Opportunities:

- Editorial Coverage in:
 - Vancouver Sun / Province
 - REW.ca
(Ad deadline: February 2)
 - NextHome
(Ad deadline: February 20)
 - Metro News
- 30 Second Live Social
Media Video Commercial

HOME RENO
SHOW

Saturday, March 17

Home Reno Show at VanDusen Gardens

Free for consumers to attend, this boutique show brings together everything homeowners need to plan a renovation – expert advice, face-to-face contact with the industry's leading renovators, and informative seminars. Attendees are encouraged to bring questions and renovation plans to discuss with the "Ask-a-Pro" exhibitors.

Anticipated Foot Traffic: 200+

Target Market: Affluent homeowners looking for renovation advice



\$499+GST



Book by: Friday, February 16 at gvhba.org/home-reno-show



Speaking opportunities available



Saturday, April 28

Ovation Awards Gala

Now in its ninth year, the GVHBA Ovation Awards continues to grow and capture the attention of the industry and public. From modest kitchen renovations to stunning whole-home transformations, the Ovation Awards is a celebratory gala highlighting and honouring the best projects GVHBA members have built, renovated, designed, and marketed in Metro Vancouver.

Attendance: 400 guests



Single seat: \$195+GST
Table of ten: \$1795+GST



Book by: Saturday, March 31 for early bird rates at ovationawards.ca



Media Opportunities:

- NextHome
- Metro News
- Vancouver Sun / Province
- West Coast Homes
- REW.ca
- Boulevard Magazine
- Luxury Living Magazine

PARADE OF
RENOVATED
+ CUSTOM
HOMES

Sunday, June 10

Parade of Renovated + Custom Homes

Presented by FortisBC; homeowners are invited to tour an exclusive collection of professionally renovated and custom-built homes in Metro Vancouver.

NEW for 2018: Homeowners will register and pay online, with the opportunity to access additional homes via 360 VR tours, increasing opportunities for you to showcase homes not accessible in-person or in outlying areas.

Target Market: Affluent homeowners looking for design and construction inspiration



Packages:

Participation rate: \$599+GST
Add a VR Tour: Starting at \$300+GST



Book by: Thursday, May 10 at gvhba.org/parade



Media Opportunities:

- Vancouver Sun / Province
- REW.ca
- Metro News



Thursday to Sunday, October 18 to 21 Vancouver Fall Home Show - Builders' 360 Lounge

GVHBA's builders and renovators come together to offer a contemporary solution to planning dream home renovations and custom home building with 360-degree virtual tours – all from the comfort of the Builders' 360 Lounge at the Vancouver Fall Home Show. Offering "Ask-a-Pro" segments, our professionals are there to connect with homeowners looking for expert advice.

Anticipated Foot Traffic: 39,000+

Target Market: Affluent homeowners



\$599+GST + VR Tour Cost*
*Tours starting at \$300



Book by: September 1 at
gvhba.org/fallhomeshow



Friday, November 30 Coats for Kids Wrap-Up Party

Warming hearts since 1995, participating GVHBA members open their doors to local businesses, schools, and consumers as a drop-off location to collect gently used coats and new toys in support of the Lower Mainland and Surrey Christmas Bureaus supporting families in need. Wrapping up the campaign with one GIGANTIC donation, share the warmth, and connect with your community.

Collection Campaign: November 13 to 30

Wrap-Up Party: Friday, November 30



Free!



Book by: November 1 at
gvhba.org/coats-for-kids



GVHBA media releases



Introducing GVHBA's Media Partners

One of the many benefits of your GVHBA membership is access to exclusive media opportunities. A sampling of these exclusive offers provided by some of our media partners is included in the following pages. Offering a variety of services from print to social and digital support, the expertise of our media partners, combined with their knowledge of the residential construction industry, makes for an excellent GVHBA member resource.

I encourage you to reach out.

*Dawn Sondergaard,
Director Marketing Communications*

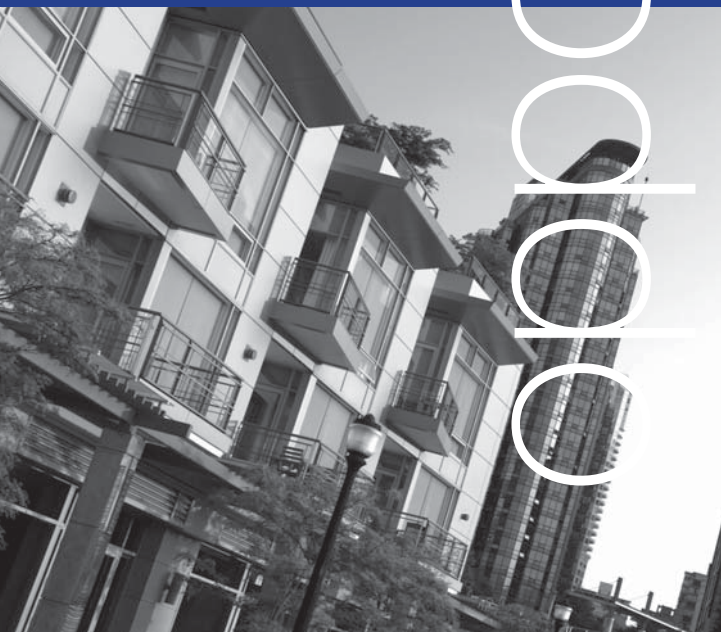
Contact GVHBA Staff for inquiries relating to:

Event Bookings: Katrina Albert	katrina@gvhba.org	778-373-9788
Digital & Website: Vanessa Swanson	vanessa@gvhba.org	778-373-9785
Events & Sponsorships: Amanda Camara	amanda@gvhba.org	778-373-9781
Ovation Awards: Dawn Sondergaard	dawn@gvhba.org	778-373-9783

Contact GVHBA Media Partners

Black Press: REW Langley/Surrey, Ramona Wildeman REW Abbotsford/Mission, Chris Franklin Community Papers, Lisa Farquharson	ramona.wildeman@blackpress.ca chris.franklin@blackpress.ca lisa.farquharson@blackpress.ca	604-994-1033 604-851-4508 604-994-1020
Boulevard Magazine Inc., Harry van Hemmen	harryvh@blackpress.ca	604-575-5813
Glacier Media: Community Papers - REW, Janai York REW.ca, Igor Pogorelo	jyork@glaciermedia.ca ipogorelo@rew.ca	604-439-2647 604-435-7977 ext. 22001
Metro News, Deanna Bartolomeu	deanna.bartolomeu@metronews.ca	604-363-4337
NextHome, Dave Bird	dave.bird@nexthome.ca	604-319-7102
SeeVirtual, Brett Youngberg	brett@seevirtual360.com	604-575-1244 ext. 224
Vancouver Sun / Province, Pete Ryznar	pryznar@postmedia.com	604-605-2373

Opportunity



ISSUE DATE: March 1, 2018

DEADLINES

Space Reservation	February 9, 2018
Creative Deadline	February 16, 2018
Published	40,000 copies

GLACIER
REAL ESTATE



REAL ESTATE WEEKLY
HOMES
LISTINGS • NEW HOMES • HOME SERVICES

Advertise from just \$232

Home Buyer's Resource Guide

Reach More Buyers in Your Market Year Round

Real Estate Weekly Homes, in partnership with the Greater Vancouver Home Builders Association, is pleased to announce the publication of a new *Home Buyer's Resource Guide*.

This annual publication will be available year round and packed with essential information to assist home buyers throughout the home buying process.

Covering the five phases of home buying – dreaming, preparing, choosing, bidding and securing – this publication is the ideal reference guide for home buyers at every stage of their real estate journey.

This guide will be distributed and available year-round in real estate offices, consumer trade shows, participating retailers and local Chambers of Commerce.

Don't miss this opportunity to promote your services, listings or new home developments to thousands of potential home buyers in print and online!

EDITORIAL CATEGORIES

Articles:

- Finding a real estate agent
- Home hunting and bidding
- Presale versus resale
- Mortgages and the new stress test
- Home inspections
- Closing steps and costs
- Moving hacks

Checklists:

- Home search must-haves
- Mortgage pre-approval
- Subject removal

Directories:

- Associations
- Resources

**Distributed
to hundreds of
Lower Mainland home
buyers at the GVHBA
Home Buyers Seminar**

SPACE AND TIME ARE LIMITED!

Tracey Aussem • 604.782.2053 • taussem@rew.ca
Igor Pogorelo • 604.616.8760 • ipogorelo@rew.ca
Lynn Fry • 604.379.4576 • lfry@glaciermedia.ca
Jackie Mollenhauer • 604.418.3748 • jmollenhauer@glaciermedia.ca



1 INCH = 6 PICAS

IMAGES OR LOGOS

Adobe CS5.5 software on the macintosh platform is used in our production department.

- CMYK or grayscale
- Photos to be supplied at 300 dpi
(at 100% size to be used)
- Illustrator files-convert all text to outlines

Supplied Ads

- Pdf Files
 - Colour 300 dpi
 - Grayscale 300 dpi
 - Monochrome 600 dpi
- Pdf, embed all fonts
(including system font subset)

embed all images- MUST be CMYK

- Pdf, compatible Acrobat 8.0 (Pdf 1.7)

Note: If the above image or ad criteria are not met, *Real Estate Weekly* cannot guarantee correct output of your material at press time



PAGE 2 & 3	\$1,674
OUTSIDE BACK PAGE	\$2,009
PROFILE PACKAGE	\$2,343
FULL PAGE	\$1,339
1/2 PAGE	\$736
1/4 PAGE	\$405
SERVICES DIRECTORY	\$232

DIMENSIONS



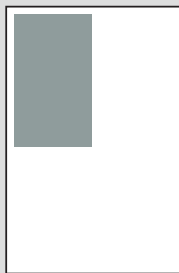
FULL PAGE + BLEED

8.0" X 10.5" + .25" Bleed



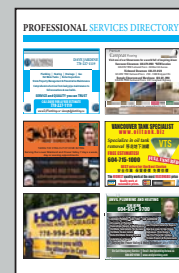
HALF PAGE HORIZONTAL

7.25" X 4.375"



QUARTER PAGE

3.5" X 4.375"



SIXTH PAGE ON SERVICES DIRECTORY

3.5" X 2.481"

FTP INFORMATION:

FTP2.rew.ca

Username: REW-guest

Password: Welcome001

Upload material to **REW AD DROP** folder

EMAIL MATERIAL TO:

rewads@rew.ca

METRO SPECIAL FEATURE | METRO SPONSORED PARTNERSHIP

2018

OVATION AWARDS



OVATION
AWARDS



metro

FEATURE OVERVIEW

GVHBA AND METRO NEWS PRESENTS THE 2018 OVATION AWARDS

Metro News is partnering with the GVHBA to offer detailed coverage on the 2018 Ovation Awards. With each advertiser that purchases an ad, Metro News will match the size with content space for the Ovation Awards. The feature will run once after the nominees are announced and again after the winners are announced. The story will also be published on Metronews.ca with a minimum of 500 guaranteed clicks.

DATES

THURSDAY MARCH 29TH

WHAT ARE OVATION AWARDS?

WHO ARE THE 2018 NOMINEES?

How are they judged?

THURSDAY, MAY 10TH

WINNERS/FINALISTS ANNOUNCED!

Feature the winners, why they won!



SIZES

Full Page Ad | 1/2 Page Ad | 1/4 Page Ad

Rates upon request

FACTS

METRO NEWS READERSHIP STATS

PRINT

328,000 Daily readers, **837,000** weekly Readers

DIGITAL

200,000 unique monthly visitors

BUYING CATEGORY	METRO HOUSEHOLDS
Remodel Kitchen	12,012
Remodel Bathroom	14,196
Use a Realtor to Buy Real Estate	15,912
General Remodeling	7,488
Purchase Personal Residence	7,176
Purchase Condominium or Townhouse	6,864
Purchase Land or Property	5,772
Purchase Investment Property	6,552

For more information please contact Deanna Bartolomeu

> **604.363.4337**

Deanna.bartolomeu@metronews.ca

metro

NEXTHOME

EXPAND YOUR REACH

REACH MORE CUSTOMERS THAN EVER BEFORE – **BOTH IN PRINT & DIGITAL.**

A great way to reach a highly targeted audience. NextHome offers a truly multimedia approach to get your brand and products in front of ready to purchase consumers. We know where and how Canadians are searching for real estate.

An **integrated multimedia campaign** ensures multiple touchpoints with active real estate buyers. They are looking for properties online, in print and on their phones.

- › Our **print & digital package** spreads your message across a large network to create an impactful and strong campaign.
- › Our **targeted strategy** gets your brand seen by the right consumers, where and whenever they are searching for real estate.



SPECIAL OFFER FOR GVHBA MEMBERS!

3 Month Package Includes:

- › Facebook Paid Ads
- › MavenSocial Acquisition
- › Geo Fencing
- › PPC Campaign
- › Double Page Spread
- › Lightbox

SAVE 25%

Package Value: **\$39,700**

Client Investment: **\$29,495**

Contact us to learn more:

Dave.Bird@nexthome.ca T: 604.319.7102

Ricardo.Hernandez@nexthome.ca T: 604.319.7103

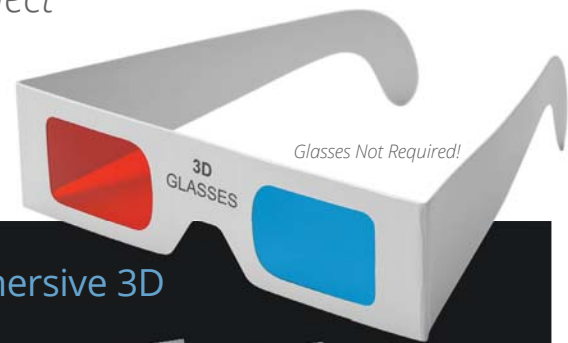
CONTACT 1.855.626.4200 OR [NEXTHOME.CA/CORPORATE](https://www.nexthome.ca/corporate) TO LEARN MORE.

NEXTHOME



Showcase Your Projects Right!

Land more jobs and put your prospects inside any project you've done using an immersive experience where they can easily see your hard work and effort and look at your unique craft as if they were there in person.



Bring Your Spaces to Life in 3D & Virtual Reality

Blow your prospective clients away and showcase your design choices, building science, and material selection. Leverage the latest technology including interactive hotspots inside the 3D & VR space that can display additional images, videos, or direct them to a website to show them all the details they'll need.

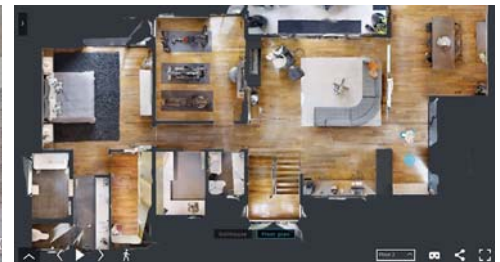
Give your clients an unparalleled way to "walk around" and view your past projects. When you want them to see that amazing kitchen, bathroom or entrance, you can transport them right there as if they were standing in that space!



Dollhouse View shows how your entire design fits together



Virtually walk around your projects like a video game with Inside View



View floor-by-floor at a glance with top-down Floor Plan View

GVHBA Member Marketing Plan Special

We've extended our high volume pricing to participating GVHBA members on single projects with no commitment to volume.

	3D & VR Tours starting from \$207*
	High End Photography starting from \$280
	360° Virtual Tours starting from \$300*
	Aerial Drone Video starting from \$299

*Annual 3D or 360 account required to host your tours.

Contact Brett Today to Get Started!

and get a FREE VR Headset when you mention this ad

Brett Youngberg
604-575-1244 ext 224

www.seevirtual360.com





Google
Partner

The Province



MULTI- MEDIA RATE PACKAGES EXCLUSIVE TO GVHBA MEMBERS

1. RESPONSIVE WEBSITES



Need a website?

Postmedia's responsive websites are designed to provide a stellar web experience.

The Postmedia advantage:

- Sleek and modern website that makes the right first impression
- Incorporate the features you need – shopping cart, embedded video, forms, blogs, appointment booking and more
- Quickly and easily update content via an intuitive, user friendly content management system
- Worry-free website maintenance so you can focus on growing your business
- Responsive design optimized for any screen - mobile, tablet and desktop
- SEO friendly and SSL encrypted

6 – 10 page responsive Website Design setup and hosting for 1 year. Includes 1 hr per mo. of website maintenance plus a user-friendly content management system for self-serve site updates.

Cost \$200/mo + \$600 setup fee. Total 1 year cost = \$3,000

Member bonus- Receive 2 half page Province ads or one ¼ page Sun ad. (value: \$1800)

2. SEO AUDIT (SEARCH ENGINE OPTIMIZATION)



Have a website but need to improve your organic ranking?

Let us perform an SEO audit on your website. Analyzing your website helps us evaluate how to make it more accessible for search engines. It also helps ensure a positive user experience for your prospects. We'll provide a comprehensive audit outlining your current search engine ranking, as well as specific ways and costs associated with improving your SEO performance.

Cost \$150. Cost credited towards first month of Postmedia's SEO service. Includes a custom SEO quote

**FOR MORE INFORMATION OR TO LEARN MORE ABOUT POSTMEDIA'S DIGITAL CAPABILITIES,
PLEASE CONTACT PETE RYZNAR 604.329.2755 PRYZNAR@POSTMEDIA.COM**



Google
Partner

The Province



3. SEO



Want to outrank your competition?

Our SEO experts will review and optimize your site to help you rank higher in search engines and ensure visibility with prospective customers.

Approx. Minimum Cost \$500/mo. x 6 months. Total \$3,000 (actual pricing based on audit review)

Member bonus- Receive 2 half page Province ads or one ¼ page Sun ad. (value: \$1800)

4. SEARCH ENGINE MARKETING SEM



Drive search traffic to your site!

Be found where your customers are searching. \$750/mth x 4 months **Total Cost \$3,000**

Member bonus- Receive 2 half page Province ads or one ¼ page Sun ad. (value: \$1800)

5. LIVE CHAT



Engage your web traffic with Live Chat

Live Chat capability is a unique opportunity to provide a better, more compelling customer experience on your website 24/7 to drive loyalty and sales. Friendly staff will welcome your visitors, provide customer service (deflecting calls and emails) and encourage leads and sales. By interacting with visitors in a friendly, timely manner, you can generate loyalty and increase the likelihood of purchasing by providing a first class customer experience. Postmedia's Managed Live Chat enables you to deploy worry-free live chat capabilities staffed with real people who understand your business and objectives. Client receives copies of all conversations.

\$340/mth x 6 months. Includes 100 service chats/mth. Total Cost = \$2040

Member bonus – includes (2) ¼ page Province ads. (value \$1000)

6. PRINT DISCOUNTS - Receive a discount on Province print rates:

Full page Province - \$1500 (includes 16% discount) (value \$1800)

**FOR MORE INFORMATION OR TO LEARN MORE ABOUT POSTMEDIA'S DIGITAL CAPABILITIES,
PLEASE CONTACT PETE RYZNAR 604.329.2755 PRYZNAR@POSTMEDIA.COM**

More Ways to Advertise with GVHBA

GVHBA.org Advertising

Advertise on GVHBA's website. Reach consumers and/or members with landing page and sidebar advertisements.

Anticipated traffic: 30,000+ in pageviews / month

GVHBA Newsletter Advertising

Advertise on GVHBA's email communications. Advertisements available on our weekly Monday Morning Briefing, Government Relations Update, and e-Blasts.

Anticipated traffic: 1800+ Members receive in their inbox (40% open rate)

2019 Contact Directory Advertising

With 9,000 copies circulated, the Contact Directory is printed and marketed by media partner Glacier Media, GVHBA provides content including the membership database, plus industry resource information.



\$200 per month, \$1,100 per six months, \$2,000 per year



Book at gvhba.org/post-an-advertisement



\$125 per month



Book at gvhba.org/post-an-advertisement



Advertising Space:
\$400 to \$1400+GST
Listing: Complimentary



Book by contacting
renee@gvhba.org

*Deadline: December 2018

MARTIN KNOWLES PHOTO / MEDIA



distinctive architectural photography / awards media
604 838 5785 www.mkphotomedia.com



Harrison Marketing
Resources

Let's Make a Plan and then Work the Plan!

- Marketing & Branding Strategy
- Full Award Entry Packages
- 'Contract' Marketing Director

Harrison Marketing Resources
Lynn Harrison
Phone: 604-837-5274
lynn@harrisonmarketing.ca