



Homebuilders
Association
Vancouver

Advertise with HAVAN

Reach your target audience through HAVAN. Our channels of communication offer you targeted local advertising opportunities to be noticed and get in front of:

**1 BUILDERS
& INDUSTRY BUSINESSES**

**2 HOMEOWNERS INTERESTED
IN BUILDING/DESIGN/RENOVATION**

BOOK AD SPACE ONLINE TODAY!

[CLICK HERE](#)

For more information, contact:

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10.3k

Instagram Followers
@HavanOfficial

5k

Facebook Followers
@HavanOfficial

1.1k

HAVAN Member
Companies

4.8k

Industry Email
Recipients

4k

LinkedIn Followers
@HavanOfficial

5.6k

Twitter Followers
@HavanOfficial

39%

Email Newsletter
Open Rate

17.6k

Avg Page Views / Month
www.havan.ca

Reach Builders & Industry Businesses

Five options are available to advertise and make your brand visible to HAVAN Member Companies. Great for brand awareness or to share time-limited offers!

RESERVE YOUR AD SPACE TODAY

[BOOK ONLINE](#)

1 PREMIUM WEBSITE BANNER ADS

- Premium ad placement on the following pages: [Upcoming Events](#) & [HAVAN Education](#)
- 4 spots available in rotating carousel per page
- Book by the month, with preference given to long-term advertisers
- A great way to promote an offer!

\$250 / page / month

2 EMAIL & WEBSITE ADVERTISING

- Ads in HAVAN's tri-weekly email newsletters, sent to 4,000+ industry contacts with a 39% average open rate. (*Monday Morning Briefing*, *Government Relations Update*, and *Wednesday Connections*)
- Market your promotions to a captive audience!
- Website side bar ads on B2B facing pages.

\$250 / month

3 BLOG POST WITH EMAIL & SOCIAL MEDIA SUPPORT

- Share in-depth educational ever-green content with members in a blog post on our [Builder's Blog](#)
- Blog post featured in *Wednesday Connections* and *Monday Morning Briefing* newsletters
- Blog promoted via HAVAN's social platforms (Facebook x 1, Twitter x 1, LinkedIn x 1 post)

\$250 / blog

4 CAREER POSTING PAGE: FIND AN EMPLOYEE

- Listing on HAVAN's [Career Page](#)
- Listing featured in *Wednesday Connections* and *Monday Morning Briefing* newsletters
- Listing promoted via HAVAN's social platforms (Facebook x 1, Twitter x 1, LinkedIn x 1 post)

\$85 / listing

5 SOCIAL SHOUTOUT

- Let us share your news through HAVAN's social channels!
- One post across HAVAN's social platforms (Facebook x 1, Twitter x 1, LinkedIn x 1, Instagram x 1)
- Elevate your events and news through HAVAN!

\$150 / shoutout

Reach Homeowners

With organic SEO strategies designed to drive homeowners to our members, our consumer-focused pages deliver an engaged, targeted audience.

**RESERVE YOUR AD
SPACE TODAY**

BOOK ONLINE

1 PREMIUM WEBSITE BANNER & SIDEBAR ADS

- Premium ad placement on the following pages (Pick One): [Kitchen Renovation Vancouver](#) & [Interior Design Vancouver](#) & [High Performance Homes](#)
- Website sidebar advertising on all [havan.ca](#) consumer-focused pages
- 4 spots available in rotating carousel per page
- Book by the month, with preference given to long-term advertisers
- Promote offers to homeowners!

\$250 / page / month



Contact Directory

The most comprehensive resource for home buyers, builders, renovators and suppliers. Packed with the contact details of every HAVAN member along with informative editorial advice, this compact directory is the resource that industry members reference again and again!

- Published annually in February
- Circulation: **Targeting both industry and homeowners**, the directory is distributed via community building supply outlets, prominent hardware stores in Metro Vancouver, renovators, supplier retail locations, building supply locations, and more!
- Distribution: 7,000
- Printed and marketed by: **Canada Wide Media**, a prominent Canadian publishing company known for producing popular magazines like Vancouver Magazine, Western Living Magazine, and BCBusiness. They also create custom publications for the BCSPCA, BCAA, St. Paul's Hospital Foundation, among others.
- Booking deadline: November 30 annually
- Ad rates range from \$400 to \$2,500 depending on position, colour, and size



BOOK YOUR SPACE TODAY IN THE HAVAN MEMBERSHIP DIRECTORY

Contact Anna Lee
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(604) 721 - 7222

[VIEW CONTACT 2022 DIRECTORY](#)

Ad Specs

Item	Ad Unit Specs	Rate	Notes
Premium Website Banner Ads (B2B - 1) <i>Business/Industry Facing Pages</i>	700px w X 100px h (.png, .jpg, or .gif) Max file size: 512kb	\$250 / month / page	Year-round availability. Booked on monthly rotation. Limited spots available (4 per page), with priority given to long term bookings.
Email + Web Advertising (B2B - 2)	Website: 300px w X 250px h Email: 125 X 125px (.png, .jpg, or .gif)	\$250 / month	Year-round availability. Limited spots available.
Blog Post with Email & Social Media Support (B2B - 3)	Blog post copy with supporting high resolution image	\$250 / blog	
Career Posting Page: Find an Employee (B2B - 4)	Submit job description	\$85 / listing	Active listing for up to 3 months.
Social Shoutout (B2B - 5)	1080px w X 1350px h (Instagram post); 1200px w X 630px h high resolution and engaging image + caption copy	\$150 / shoutout	Instagram guidelines: (1) high resolution (2) free of text & graphics ie. no logos (3) relevant to our audience (4) look and feel organic
Premium Website Banner + Web Ads (B2C - 1) <i>Consumer Facing Pages</i>	Banner: 700px w X 100px h (.png, .jpg, or .gif) Max file size: 512kb Sidebar: 300px w X 250px h (.png, .jpg, or .gif) Max file size: 512kb	\$250 / month	Year-round availability. Booked on monthly rotation. Limited spots available (4 per page), with priority given to long term bookings.
Contact Directory	Varies	\$400 - \$2,500	Contact Harry Van Hemmen for more details.

Ad Examples

WEBSITE BANNER AD



WEBSITE SIDEBAR AD



NEWSLETTER AD



For more information, contact:

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