



BCFPA Advertising Opportunities

Process That! BCFPA Member Bulletin & Website Advertising

Process That! is a member-focused bulletin released once per month to our newsletter subscription list. To provide more exposure for members, each bulletin item will also be posted under the “News” tab on the BC Food Processors Association website and marketed through our social media channels. The investment for advertising in Process That! is only \$100 per bulletin item per month.

Exposure:

- Process That! Will be sent to our growing subscriber list of over 1200 industry stakeholders involved in BC’s food, beverage, and natural health products industries.
- Every bulletin item will also be advertised on the BCFPA website
- Every issue of Process That! will be marketed across our social media channels reaching over 1400 followers (Facebook, LinkedIn, Twitter)

Guidelines and Specifications:

- Each summary paragraph has a maximum word count of 150 words.
- All logos must be high resolution JPEG files. The BCFPA may scale logos to fit into our template.
- Please ensure that links are working and up-to-date.
- Each advertisement will expire after one month and removed from our website unless otherwise specified with the BCFPA.
- This advertising opportunity is exclusive to BCFPA members.