



BUSINESS  
TRANSITIONS  
FORUM

# **BTF INSIDER MEDIA KIT**

**Newsletter Advertising Packages**

## BTF Insider | Bi-Weekly Newsletter

**Business Transitions Forum** is known nationwide for connecting business owners and entrepreneurs with leaders and experts in the M&A space through physical and virtual events.

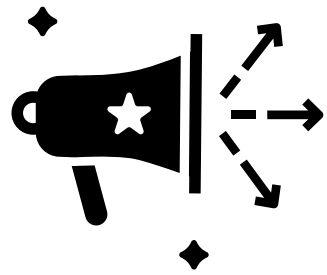
Our newly formatted newsletter allows Canadian M&A companies to connect with their own community and to **promote to business owners and entrepreneurs** with the most practical advice and articles, in-depth checklists, and industry updates.

BTF has consistently provided Canadian business owners with the information and **resources they need to successfully prepare for the transition** or sale of their business. Our coverage of the biggest industry issues reaches thousands of business owners and entrepreneurs across Canada.

**GAIN DIRECT ACCESS TO BUSINESS OWNERS WHO ARE ACTIVELY LOOKING FOR INFORMATION RELATED TO SELLING OR TRANSITIONING THEIR BUSINESS.**

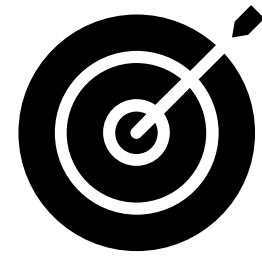


# Why Advertise?



## BRAND AWARENESS

Get your brand in front of new prospects on a regular basis. Every time our email is opened, your brand will garner further exposure.



## HYPER TARGETED

We've spent years building our database off the back of our events & marketing. Our email list is well established, hyper targeted and hits your precise customer audience.



## COST EFFECTIVE

Unlike other forms of advertising, our precise, year round approach means you only spend money putting your brand in front of your target market.



# Available Insertions

Business Transitions Forum (BTF) eNewsletters are deployed on a bi-weekly basis. The content consists of **unique articles and interviews** curated & produced by BTF, as well as industry news and announcements.

**1 Leaderboard Banner Ad / Skyscraper Ad**  
 10 newsletters\*: \$4,700 | 20 newsletters\*: \$7,990

**2 Premium Banner Ad**  
 10 newsletters\*: \$3,375 | 20 newsletters\*: \$5,738

**3 Middle Banner Ad**  
 10 newsletters\*: \$2,000 | 20 newsletters\*: \$3,400

**4 Lower Banner Ad**  
 10 newsletters\*: \$1,500 | 20 newsletters\*: \$2,550

**14,000+**  
**subscribers and**  
**growing!**

- A line of text may be included under your banner (not applicable to skyscraper position).
- Your ad is also carried on our blog page indefinitely.
- Ad slots are **660px by 82px**.

## SAMPLE AD

Online Panel  
**Uncovering Growth Opportunities for Tech in 2021**  
 Feb 25  
 Online Event  
 Jean-Philippe Papis, Managing Partner, Technology, BDC  
 Lily Roseworthy, Managing Partner, Intellectual Property, BDC  
 bdc

BDC is the bank for Canadian entrepreneurs. It provides access to financing, as well as advisory services to help Canadian businesses grow and succeed. Its investment arm, BDC Capital, offers a wide range of risk capital solutions.

**\*Become a Conference Sponsor and save up to 40% on posted rates! Click here to find out more.**

