2016 ADVERTISING & SPONSORSHIP OPPORTUNITIES
SER-WC is the Western Canada chapter of the international Society for Ecological Restoration (SER) and encompasses British Columbia, Alberta, Saskatchewan, Manitoba, the Yukon, and the Northwest Territories. SER is headquartered in Washington D.C. SER has over 2,000 members in more than 70 countries and 14 regional chapters spread out across North America, Europe, Australasia, and Asia.

The inaugural meeting for the BC chapter was held in April, 2000. In 2014, the motion was made to expand the geographical scope of SER-BC to further the science and practice of ecological restoration, increase membership, and serve existing members who live and/or practice restoration outside of British Columbia. SER-WC is a diverse group of ecologists, researchers and restorationists from all over Western Canada. They come from the ranks of consulting, business, government, universities, interest groups and the general public. The common bond is the concern for the health of local ecosystems, and direct involvement in projects to restore those systems.

MISSION

The mission of the Society for Ecological Restoration (SER) is to promote ecological restoration as a means of sustaining the diversity of life on Earth and re-establishing an ecologically healthy relationship between nature and culture.

MEMBERSHIP

The SER-WC has 115 registered members from across Canada and the United States. Seventy-two percent of our members are individuals (includes practitioners, academics, and members of the public), 18% are students, and 10% are organizations. The majority of our members resides in British Columbia and Alberta, and are employed in the private sector or an academic/research institute.
How are we reaching our audience?

We engage with our membership in a number of ways including attendance at conferences, workshops, annual general meetings, and forums. In addition to face-to-face interactions, we also use social media. Given the Chapter’s large geographic span, we employ these resources to keep our membership up-to-date on items such as upcoming events and workshops, technical reports, academic publications, and so forth.

In so doing, these resources enable us to:

- Connect restoration practitioners to the best knowledge and practice; and
- Promote ecological restoration to the public, governments, private sector, and land managers.

What are our areas of focus?

Ecological restoration encompasses a broad range of interacting and overlapping disciplines. Therefore, we partner with a variety of organizations and businesses working in such areas as:

- Conservation
- Ecology
- Forest management
- Grasslands
- Invasive/Native Species
- Reclamation
- Restoration
- Stewardship
- Watershed Management
- Wetlands
- Wildlife
- etc...

![Followers by Communication Tool](image)
E-NEWSLETTER

SER-WC sends out a quarterly e-newsletter to over 350 subscribers. These subscribers are a targeted audience with a common interest in ecological restoration. The e-newsletters are also posted on our website and shared through our Twitter and Facebook accounts. The e-newsletter is published in January, April, July, and October.

ADVERTISING OPPORTUNITIES

We provide the opportunity for organizations to advertise in our quarterly e-newsletter. The goal of this advertising is to:

- connect our members with businesses, education programs, events, and organizations who offer restoration-related products and services; and
- to provide information to e-newsletter subscribers that supplements e-newsletter content

All advertisements are linked to your website, or designated webpage.

SIDEBAR/BANNER ADVERTISEMENTS

Two locations and sizes are available for sidebar/banner advertisements, as shown in the table below.

<table>
<thead>
<tr>
<th>Location</th>
<th>Width (pixels)</th>
<th>Height (pixels)</th>
<th>Cost ($/newsletter)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sidebar</td>
<td>170</td>
<td>170</td>
<td>25</td>
</tr>
<tr>
<td>Bottom</td>
<td>570</td>
<td>100</td>
<td>25</td>
</tr>
</tbody>
</table>

EXAMPLES

Sidebar advertisements include your logo and a 40-50 word description. You can also customize these and create them to the specifications identified in the table.
Since January 2015, we have provided information and resources about invasives species in Western Canada to our members. This includes species-specific information, new resources, and related news.

Sponsoring the Invasive Species Corner is a great way to highlight your business or organization if your area(s) of specialization is related to invasive/native species. This opportunity serves to advertise the products and/or services you offer. It also generates exposure through the provision of a direct link to your website (or designated page) where more information can be accessed.

<table>
<thead>
<tr>
<th>Newsletter Appearance</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single Edition (Spring, Summer, Fall, or Winter)</td>
<td>$25</td>
</tr>
<tr>
<td>Two Editions</td>
<td>$50</td>
</tr>
<tr>
<td>Annual Sponsor (All Four Editions)</td>
<td>$100</td>
</tr>
</tbody>
</table>

Notes:
- Opportunities are limited for this option, and will be accepted on a first come first serve basis.
- Prior to accepting advertising fees, all advertisers will undergo a thorough review to ensure alignment with the SER’s vision, mission, and mandate.
WEEKLY RESTORATION TIP SPONSOR

Since January 2015, we have provided weekly restoration tips to our members and followers. To date, we have released 55 restoration tips. Tips are shared every Sunday on Facebook and Twitter, and posted to our website under Resources.

The weekly restoration tip is a great way to acknowledge techniques and practices that work well for your organization or business. It highlights your area(s) of specialization, which serves to advertise the products and/or services you offer. In addition, the weekly tip increases exposure by providing a direct link to your website (or designated page) where full details are accessed from both our social media posts and our website.

Tips remain on our website for one year before being compiled into an annual document. This document also remains posted under our weekly tips page for up to two years.

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>One Tip</td>
<td>$25</td>
</tr>
<tr>
<td>One Tip/Month for 4 months</td>
<td>$50</td>
</tr>
<tr>
<td>One Tip/Month for 6 months</td>
<td>$75</td>
</tr>
<tr>
<td>One Tip/Month for 12 months</td>
<td>$150</td>
</tr>
</tbody>
</table>

Notes:
- Opportunities are limited for this option, and will be accepted on a first come first serve basis.
- We will not schedule more than one weekly tip a month from an organization/business in order to maintain diversity, and to provide a broader scope of available products and services to our members and followers given our large geographic span.
- Prior to accepting advertising fees, all advertisers will undergo a thorough review to ensure alignment with the SER’s vision, mission, and mandate.

Weekly Tip: Use @SaskPCAP Grassland & Riparian Health Assessment Tools when in the field ow.ly/UTefb #SK #RestorationTip

Weekly Tip
Reinventing old roads is helping to conserve boreal wetlands.

Photo Credit: Ducks Unlimited Canada
WEBSITE ADVERTISING

Our Chapter website is one of our primary modes of interaction with our membership. We use it to share restoration news, highlight publications and resources, upcoming events, and conferences, and to showcase restoration projects from around Western Canada.

Our website attracts individuals from Canada and abroad, with direct links to our page from the SER International page as well as partner websites. Therefore, this option offers a great opportunity to reach restoration professionals, practitioners, and academics.

We offer various options to accommodate your needs:

<table>
<thead>
<tr>
<th>Location</th>
<th>Details</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resources -&gt;</td>
<td>Organization/Business name with hyperlink to website</td>
<td>$25/month or $225/year</td>
</tr>
<tr>
<td>Links and</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reference</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Materials</td>
<td></td>
<td></td>
</tr>
<tr>
<td>About Us -&gt;</td>
<td>Logo, name, brief description, contact information, and hyperlink to</td>
<td>$50/month or $450/year</td>
</tr>
<tr>
<td>Partners</td>
<td>website</td>
<td></td>
</tr>
</tbody>
</table>

Notes:
- Organizations/businesses can update their information (including website URL, contact information, and description if applicable) as needed.
- Prior to accepting advertising fees, all advertisers will undergo a thorough review to ensure alignment with the SER’s vision, mission, and mandate.

CONTACT US TODAY

If you are interested in further discussing advertising and sponsorship opportunities with us, please contact Cassandra Copp, SER-WC Media Coordinator at restorewc@gmail.com.

We offer many great opportunities and options, and look forward to partnering with you!