



**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

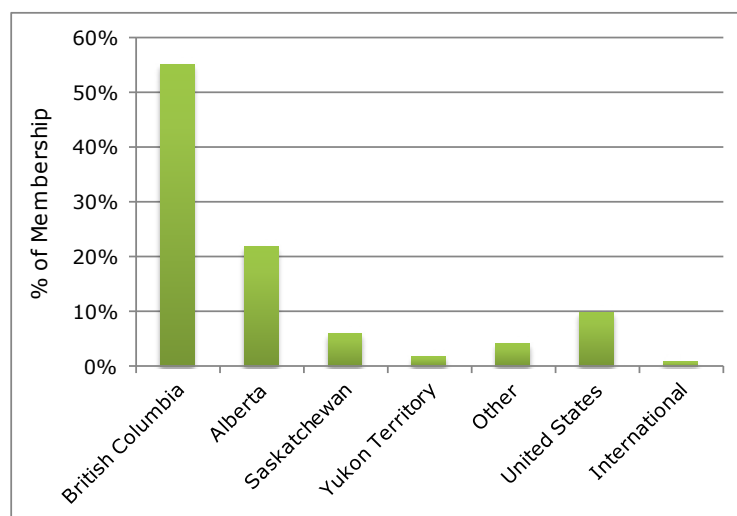
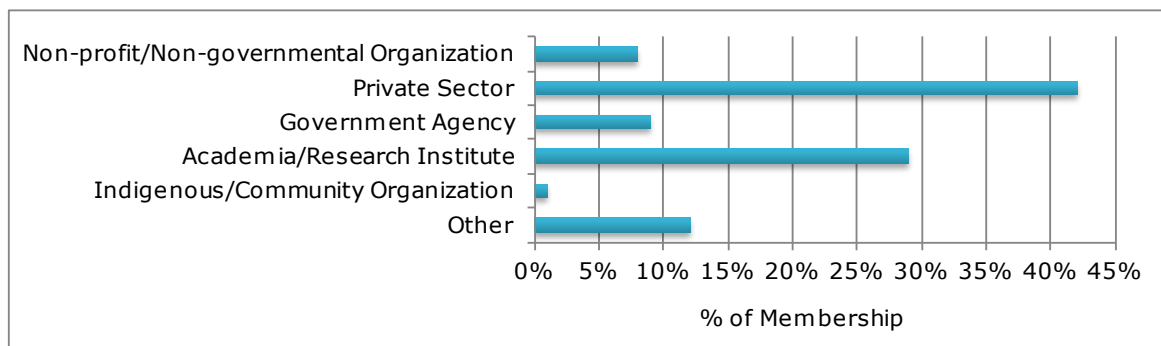
The mission of the Society for Ecological Restoration (SER) is to promote ecological restoration as a means of sustaining the diversity of life on Earth and re-establishing an ecologically healthy relationship between nature and culture.

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.

Member Distribution

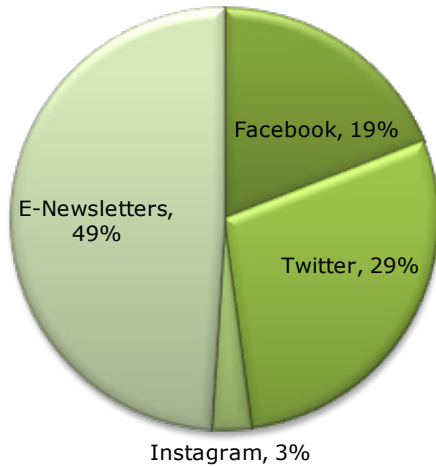
Member Employment



Followers by Communication Tool

A 3D pie chart titled 'Followers by Communication Tool' showing the distribution of followers across four communication tools. The chart is divided into four segments: a large light green segment for E-Newsletters (49%), a medium green segment for Twitter (29%), a smaller dark green segment for Facebook (19%), and a very thin dark green segment for Instagram (3%). The segments are labeled with their respective tool names and percentages.

| Communication Tool | Percentage |
|--------------------|------------|
| E-Newsletters | 49% |
| Twitter | 29% |
| Facebook | 19% |
| Instagram | 3% |



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.

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...



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

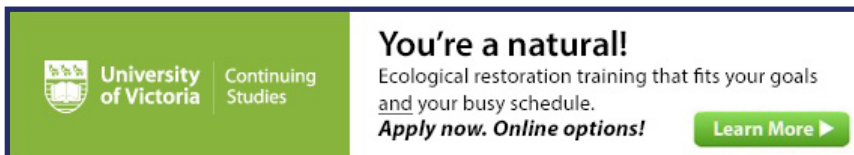
All advertisements are linked to your website, or designated webpage.

SIDEBAR/BANNER ADVERTISEMENTS

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

| Location | Width (pixels) | Height (pixels) | Cost (\$/newsletter) |
|----------|----------------|-----------------|----------------------|
| Sidebar | 170 | 170 | 25 |
| Bottom | 570 | 100 | 25 |

EXAMPLES



University of Victoria Continuing Studies

You're a natural!
Ecological restoration training that fits your goals and your busy schedule.
Apply now. Online options! [Learn More ►](#)



ASL Environmental Sciences

Geo-spatial products for decision making
• Reclamation status • Wetland habitat maps
Airborne/satellite-based monitoring



Keefer
Ecological Services Ltd.

Keefer Ecological Services Ltd. (KES) provides ecologically based solutions inspired by the ingenuity observed in natural systems. KES also offers clients multi-disciplinary project coordination and leadership and green business development support.



Tipi Mountain
NATIVE PLANTS

Growing Native Plants for Our Common Future - Tipi Mountain Native Plant Nursery is the premier native plant nursery in the Southern Interior/Kootenay Region of British Columbia.

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.



Dames Rocket
Hesperis matronalis
Photo Credit: ISCSK



Common periwinkle
Vinca minor
Photo Credit: ISCBC



Russian Knapweed
Centaurea repens
Photo Credit: ISCMC



Nodding Thistle
Carduus nutans
Photo Credit: IS CAB



Scentless Chamomile
Tripleurospermum inodorum
Photo Credit: ISCYT



Awnless Brome
Bromus inermis
Photo Credit: GNWT

"INVASIVE SPECIES CORNER" SPONSOR

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.

| Newsletter Appearance | Price |
|---------------------------------------------------------|-------|
| Single Edition (Spring, Summer, Fall, or Winter) | \$25 |
| Two Editions | \$50 |
| Annual Sponsor (All Four Editions) | \$100 |

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.

| Quantity | Price |
|-----------------------------|-------|
| One Tip | \$25 |
| One Tip/Month for 4 months | \$50 |
| One Tip/Month for 6 months | \$75 |
| One Tip/Month for 12 months | \$150 |



Photo Credit: Ducks Unlimited Canada

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

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

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:

| Location | Details | Cost |
|--------------------------------------------|------------------------------------------------------------------------------|--------------------------|
| Resources -> Links and Reference Materials | Organization/Business name with hyperlink to website | \$25/month or \$225/year |
| About Us -> Partners | Logo, name, brief description, contact information, and hyperlink to website | \$50/month or \$450/year |

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!



<http://chapter.ser.org/westerncanada/>

restorewc@gmail.com

Follow us:



@restorewc



ser.westerncanada



@ser_wc