

CMA Sponsorship: Website/Newsletter Banner Ads & Partnered Webinars

Website Banner Ads

Website ads run across thecma.ca in a minimum 20% rotation and are posted for 4 weeks. Our website receives on average 40,000 page views monthly from our highly targeted audience. For campaigns less than 4 weeks, contact us.

Newsletter Banner Ads

Our Top 5 Picks newsletter delivers weekly to ~6,000 marketers across Canada and averages a 50%+ open rate. Be the exclusive advertiser on our newsletter with a banner ad.



Specs:

Website Ads: desktop/tablet: 728x90 pixels, mobile: 300x250 pixels

Newsletter Ads: desktop/tablet: 600x100 pixels, mobile: 1200x1000 pixels

Note: All ads are static. Only website ads may be tracked with UTM. Code must be provided by the advertiser.



Influence Decision Makers & Achieve The Highest ROI



Partnered Webinars

CMA members produce insightful learning and marketing related webinars, and we want to help you build your attendance with an influential marketing audience.

If you are producing webinars, just send us the link and other branded assets and we will post a customized promotional tile on our events calendar and build a website landing page.

Based on timing and availability, we can make best efforts to also promote through one or more of our content channels.

Pricing:

Partnered Webinars: \$1,800

Website Ads: \$2,000/month + tax

Newsletter Ads: \$1,500 each + tax

To learn more, contact sponsorship@thecma.ca or 416.562.2642

