



CMA Sponsorship: Website/Newsletter Banner Ads & Partnered Webinars

Website Banner Ads

Our website ads are displayed on thecma.ca in a 20% rotation and remain visible for 4 weeks. We typically receive around 40,000 monthly page views from our highly targeted audience. If you're interested in campaigns shorter than 4 weeks, please get in touch with us.

Newsletter Banner Ads

Ready to get your brand in front of our exclusive audience? Our 'Top 5 Picks' newsletter is delivered to around 10,000+ Canadian marketers weekly and boasts an impressive 50%+ open rate. In addition to great exposure, your company will receive a prominent banner ad as the exclusive advertiser in our newsletter.

Partnered Webinars

CMA members produce insightful marketing webinars, and we want to help you boost your webinar's reach with a highly influential marketing audience.

If you are producing webinars, simply share the link and your branding materials, and we will create a custom promotional tile on our events calendar and a dedicated landing page on our website.

Depending on scheduling and availability, we will promote your content as often as possible across our various channels.

Pricing:

Partnered Webinars: \$1,800

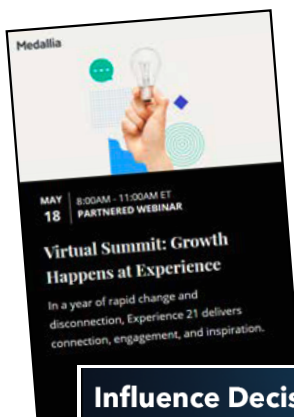
Website Ads: \$2,000/month + tax

Newsletter Ads: \$1,500 each + tax

To learn more, contact
sponsorship@thecma.ca
or 416.988.7170

CANADIAN
MARKETING
ASSOCIATION

CMA



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**

