



CMA Sponsorship: Website/ Newsletter

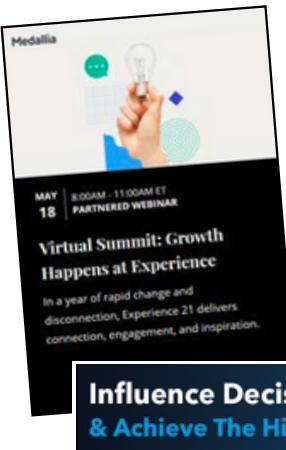
Banner Ads & Partnered Webinars

Website Banner Ads

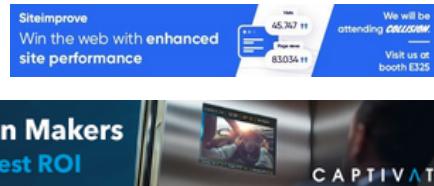
Our website ads are displayed on thecma.ca in a 20% rotation and remain visible for 4 weeks. We typically receive around 40,000 monthly page views from our highly targeted audience. If you're interested in campaigns shorter than 4 weeks, please get in touch with us.

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.



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.



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

