



Top 5 Picks

BANNER AD OPPORTUNITY

Reach a targeted and influential audience of marketing professionals

RESEARCH

1

Social/Influencer marketing grows

The 15th Digital Marketing Pulse Survey finds that more than 90% of marketers and agencies use social tactics always or often, even as people resume pre-pandemic behaviours.

[ACCESS THE REPORT](#)

(Members Only)

CM BLOG

2

Authentic brand marketing

Find out why understanding your brand purpose and adapting to consumer shifts is the key to strong brand marketing.

[READ THE BLOG](#)

MEMBER PICK

3

Radio's impact on ROI

Radio Connects' latest report shows that adding AM/FM Radio to CPG brand activity improves total media ROI and sales outcome.

[VIEW THE REPORT](#)

MEMBER PICK

4

Financial equity of Canada

MEMBER PICK

5

How to fix your data

CMA's weekly newsletter, Top 5 Picks (T5P), is a powerful communication resource for the marketing community.

- Content includes the latest marketing stories from both CMA and its Members.
- Deployed to 16,000 marketing professionals every Friday morning
- Average open rate of 27.6% (Feb 2022)
- Newsletter subscribers represent marketers, agencies, media companies, NFP's, marketing service providers and students.
- Audience is a broad range from CEO/CMO's to students
- Cost: \$2.5k per newsletter (3+ newsletters earns a 20% discount)
- Exclusive advertiser on each newsletter with a banner ad
- NOTE: Material is required 2 weeks in advance of deployment date

Porter Novelli's research outlines how organizations can address Canadian's concerns about inequities in our financial system.

[FIND OUT MORE](#)

Introhive's 3-part series uncovers the state of data, its impact on business, and recommendations to improve your data.

[LEARN MORE](#)

Upcoming Experiences & Professional Development

November 10

The Art of Copywriting | Seminar

[REGISTER NOW](#)

November 17

How Clean Data Fuels Marketing Engagement | Partnered Webinar

[REGISTER NOW](#)

November 24 & 25

Privacy Essentials for Marketers | Seminar

[REGISTER NOW](#)

[SEE FULL CALENDAR](#)

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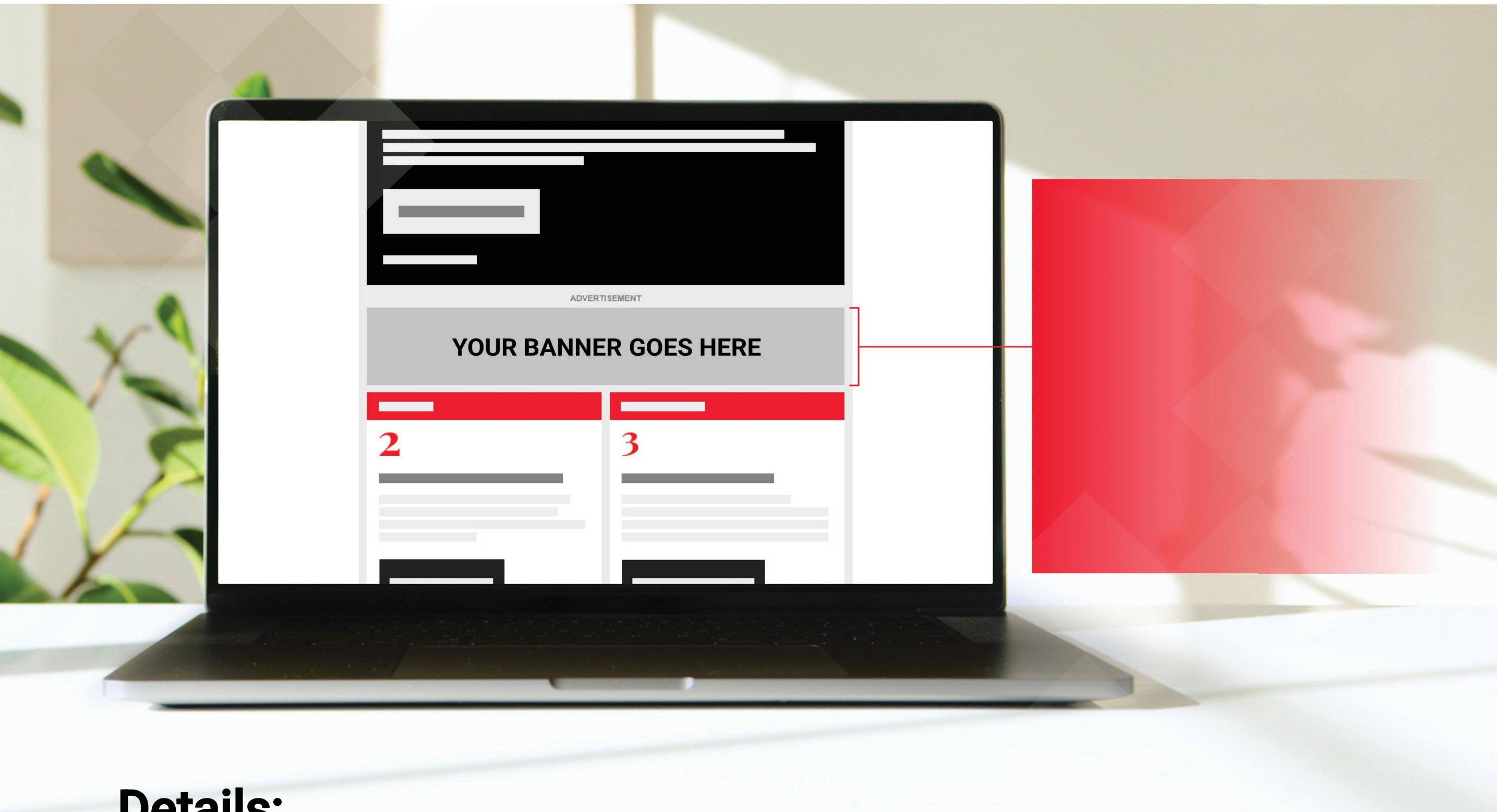
Canadian Marketing Association
55 University Avenue, Suite 603
Toronto | ON | M5J 2H7



Top 5 Picks

BANNER STYLE GUIDE OVERVIEW

Note: We require two digital files for the ad, sized to meet both the desktop and mobile specifications.



DESKTOP BANNER SPECS

Min Dimensions: 600x100

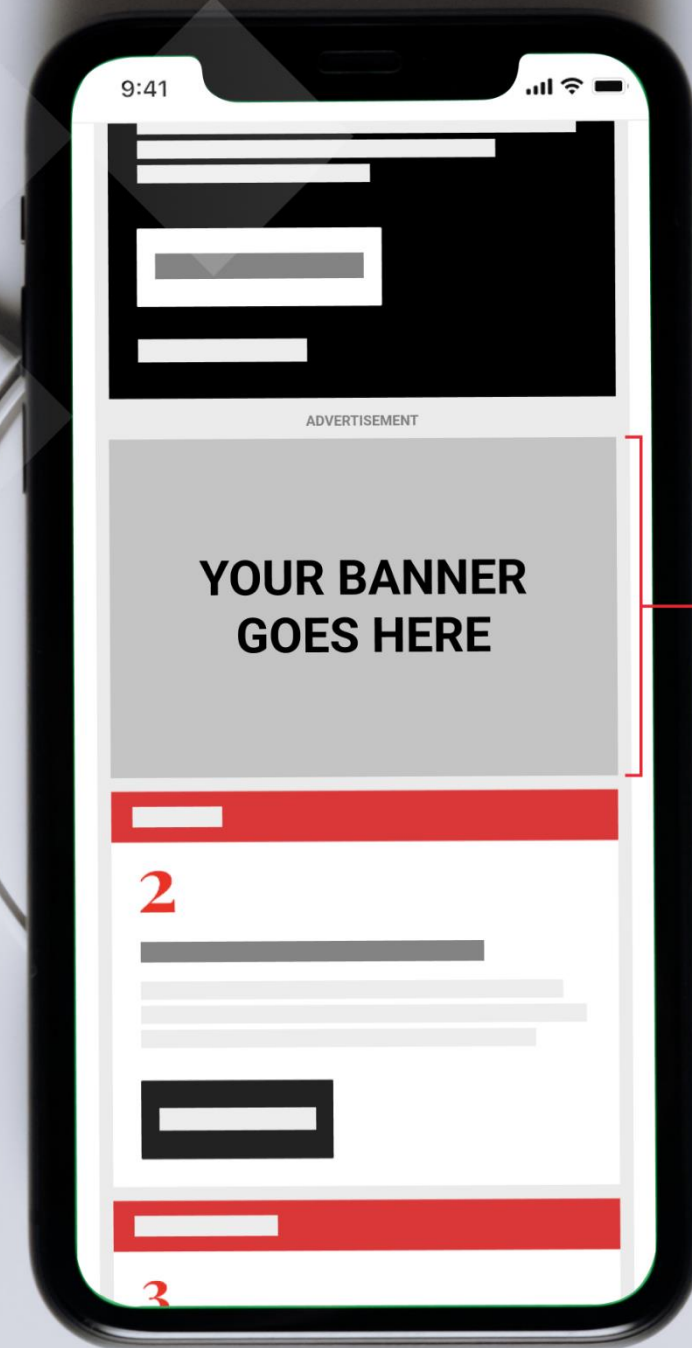
Max Filesize: 75kB

Formats: jpg, png, gif

Min font-size: 18px

Details:

- For UTM links, CMA can only accept unencrypted links. (Note that CMA does not track ads unless advertiser provides a UTM code that we embed, allowing you to track click-through)
- Please provide a static ad, if a gif is provided we cannot guarantee the ad will be displayed as an animation
- Metrics: CMA cannot provide CTR, only T5P distribution and open rates per newsletter



MOBILE BANNER SPECS

Min Dimensions: 600x400

Max Filesize: 75kB

Formats: jpg, png, gif

Min font-size: 18px

Details:

- For UTM links, CMA can only accept unencrypted links. (Note that CMA does not track ads unless advertiser provides a UTM code that we embed, allowing you to track click-through)
- Please provide a static ad, if a gif is provided we cannot guarantee the ad will be displayed as an animation
- When viewed in gmail on any device, there may be issues with how the ad appears