BANNER AD OPPORTUNITY
Reach a targeted and influential audience of marketing professionals

Top 5 Picks

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.

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.

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.

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
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.
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
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- 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