

# ECO Canada

NEWSLETTER ADVERTISING KIT  
2011



ECO CANADA

# REACH YOUR GOALS WITH ECO CANADA

## Why Advertise with ECO Canada?

ECO Canada's newsletters are an essential source of **information, resources, and insight** for the Canadian environmental sector. We develop and distribute influential newsletter publications in both English and French to six major audiences:

- Environmental Professionals
- Environmental Employers
- Aboriginal Environmental Professionals
- Post-Secondary Students in environmental-related programs
- Certified Environmental Professionals (EP)
- Secondary students and teachers interested in environmental careers

## Canada's Authority on the Environmental Sector

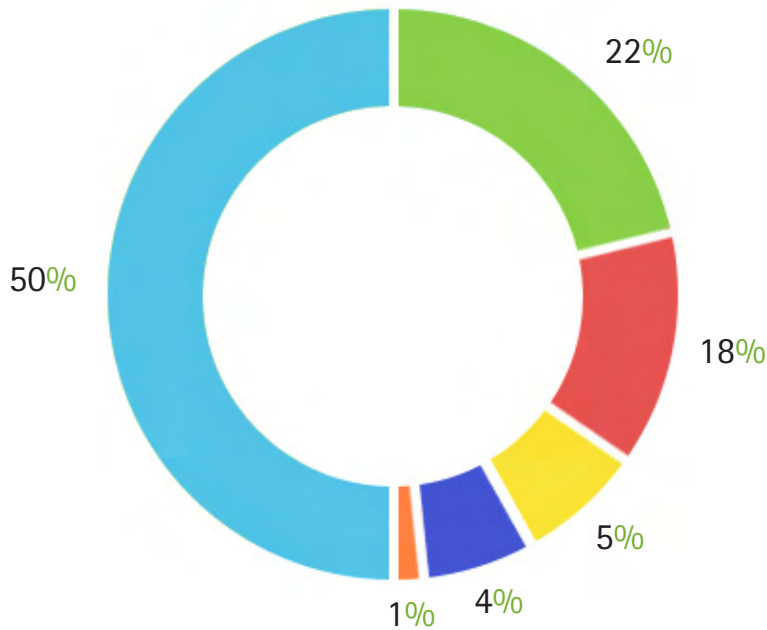
Our newsletters are distributed to over **56,500 members of the environmental sector**. As a result of our commitment to growth and development, the overall readership of our newsletters **increased** by over **15,000 people** last year, and continues to grow steadily.

## Get Powerful Results

Advertising in ECO Canada's newsletters will allow you to reach a highly engaged audience that is responsive to the products and services that meet their unique needs. The click-through and open rates of our monthly newsletters are **significantly higher than the industry average**.

**DID YOU KNOW?** On average, the open and click rates are **higher** for not-for-profit organizations like ECO Canada than for other sectors, such as technology or retail.

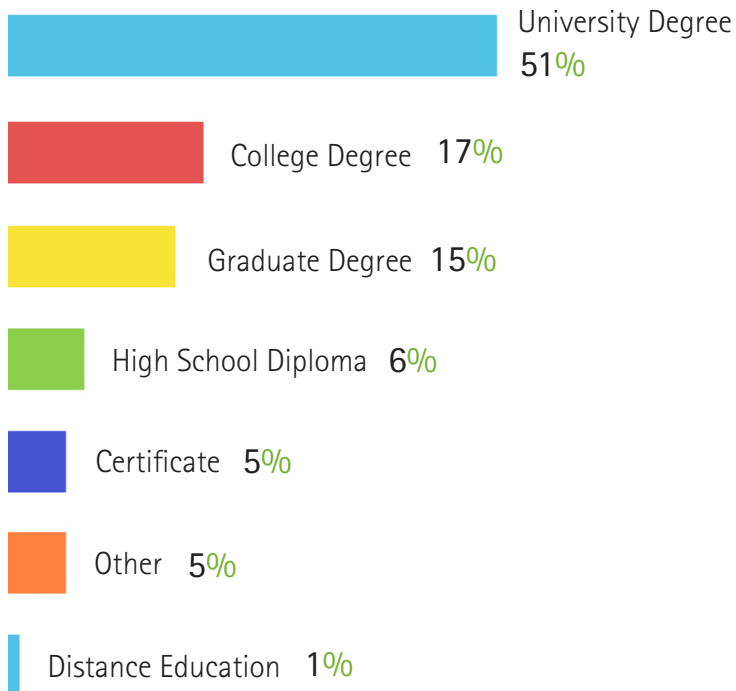
# AUDIENCE BREAKDOWN



## By Province

- Central Canada (ON, QC)
- Prairies (AB, SK, MB)
- Pacific Coast (BC)
- Atlantic Canada (NB, NF, NS, PEI)
- International
- Northern Canada (NU, YT, NT)

## By Education Level



## By Industry Sector

1. Research & Development
2. Environmental Protection Management
3. Water Quality
4. Fisheries & Wildlife
5. Natural Resources Management
6. Communications & Public Awareness
7. Waste Management
8. Policy & Legislation
9. Parks & Natural Reserves
10. Education
11. Energy
12. Human & Environmental Health & Safety
13. Air Quality
14. Land Quality

## Better Business with Banner Ads

**Pinchin Environmental**, a leading environmental consulting firm, purchased a banner ad promoting its job opportunities in the August 2010 edition of ECO Canada's professional newsletter.

This ad was viewed by **over 10,460 environment industry members** and received a total of **372 clicks** in just one week following the newsletter distribution. The ad continued to receive interest for months afterwards. Advertising with ECO Canada gave Pinchin targeted access to the professional audience it was looking for, resulting in a higher response rate from the environmental community.

“ Tools available from ECO Canada really allow us to **grow as a company.** ”

– Chris Gill, Regional Manager, *The Pinchin Group*

## Regular Features

Our newsletters provide Canada's environmental leaders with cutting-edge research, relevant case studies and national and international news coverage. In addition to timely, topical articles, each of ECO Canada's newsletters also include the following regular features:

- Industry News & Trends
- Featured Conferences & Events
- Current environmental job opportunities

**DID YOU KNOW?** 83% of our newsletter audience have at least one degree.

# PICKING THE RIGHT NEWSLETTER

## Professional Job & Industry News

**Audience:** Industry professionals

**Circulation:** 25,000

**Special features:** Job preparation, skill & professional development, case study profiles

## Environmental Professional (EP) News

**Audience:** Certified Environmental Professionals

**Circulation:** 10,000

**Special features:** Career development & elevation, designation information, EP chapters

## Aboriginal Training Programs

**Audience:** The environmental Aboriginal community

**Circulation:** 5,000

**Special features:** Career awareness, preparation & development, community engagement & training



## Student Job & Industry News

**Audience:** University & College students

**Circulation:** 12,000

**Special features:** Internship information, environmental mentors, student research

## Employer Job & Industry News

**Audience:** Employers of environmental workers

**Circulation:** 3,000

**Special features:** HR tools, attracting & retaining staff, organizational recognition & promotion

## The ECO Explorer

**Audience:** Secondary students & educators

**Circulation:** 1,500

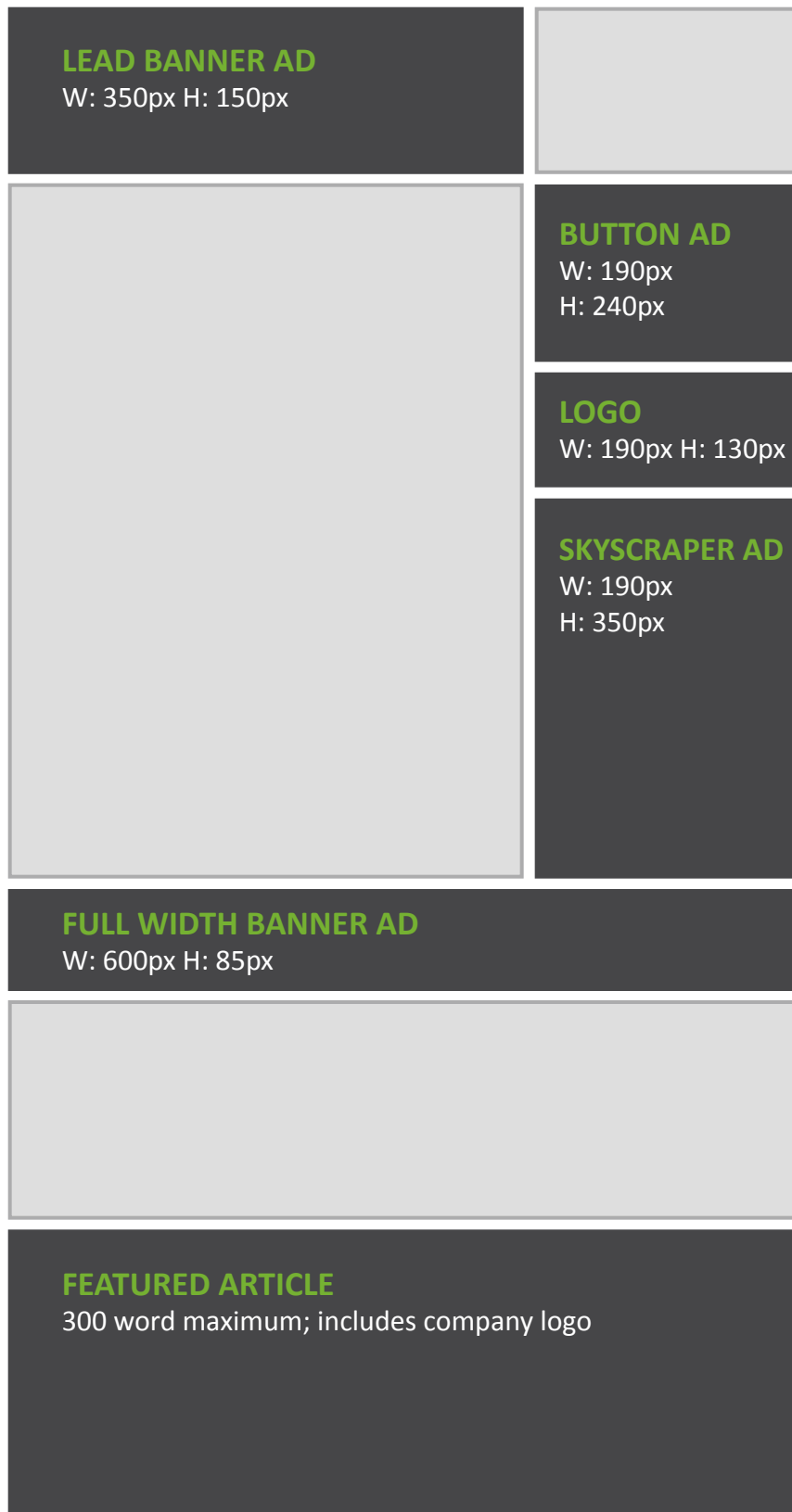
**Special features:** Discovering careers through occupational profiles, scholarships, ECO Club case studies & student competitions



# EDITORIAL SCHEDULE

Edition	Published Audiences	Deadline
<b>January</b> Forecast for 2011	Professional, Employer, (EP), Secondary	January 5, 2011
<b>February</b> Environmental Workforce	Professional, Employer, (EP)	February 2, 2011
<b>March</b> Research Review	Professional, Employer, (EP), Aboriginal	March 2, 2011
<b>April</b> Greenhouse Gases	Professional, Employer, (EP)	April 6, 2011
<b>May</b> Meteorology	Professional, Employer, (EP)	May 4, 2011
<b>June</b> Environmental Auditing	Professional, Employer, (EP), Aboriginal, Secondary	June 8, 2011
<b>July</b> Environmental Protection	Professional, Employer, (EP)	July 6, 2011
<b>August</b> Networking	Professional, Employer, (EP)	August 3, 2011
<b>September</b> Back to School	Professional, Employer, (EP), Post-secondary students	September 7, 2011
<b>October</b> Environmental Sustainability	Professional, Employer, (EP)	October 5, 2011
<b>November</b> Work Abroad	Professional, Employer, (EP)	November 1, 2011
<b>December</b> A Year in Review	Professional, Employer, (EP)	November 23, 2011

# DIMENSIONS & LAYOUT



**NOTE:** Layout is for general reference purposes only and may vary slightly from issue to issue.

# AD PRICING

## Professional Job & Industry News

Logo	\$200
Button	\$350
Banner	\$400
Skyscraper	\$400
Lead Banner	\$500
Featured Article (300 words)	\$700

## Environmental Professional (EP) News

### Student Job & Industry News

Logo	\$150
Button	\$300
Banner	\$350
Skyscraper	\$350
Lead Banner	\$450
Featured Article	\$600

## Employer Job & Industry News

### Aboriginal Job & Industry News

Logo	\$100
Button	\$250
Banner	\$300
Skyscraper	\$300
Lead Banner	\$400
Featured Article	\$500

## ECO Explorer

Button	\$100
Featured Article	\$500

All artwork will be featured in full colour. Both images and text are linkable to external webpages.

Discount package rates are available upon request.



# ARTWORK SPECIFICATIONS

## Finishing Touches

All artwork must:

- have a resolution of 72 dpi,
- be in RGB colour mode,
- conform to the respective ad size (measured in pixels), and
- be in JPEG, GIF or PNG file format – remember, the smaller your file size, the faster your ad will load and display.

**ECO Canada can provide design services** at a minimal cost of \$100/hour. The number of hours is dependent on the scope of the design request. Please contact us directly to determine the full cost of this service. Phone (403) 476-1942 or email [info@eco.ca](mailto:info@eco.ca).



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