

# Media Kit

Web and Email Advertising

**Connecting you with the environmental audience  
in Canada through targeted digital advertising**

# Training and certifying environmental professionals for 25 years.

ECO Canada was founded in 1992 as a way to help nurture Canada's burgeoning environmental sector.

ECO offers training, research, academic accreditation and career services. We provide Canada's leading environmental certification for Environmental Professionals (EP®) and employer wage subsidies through internship and co-op student programs.

# Advertising Opportunities

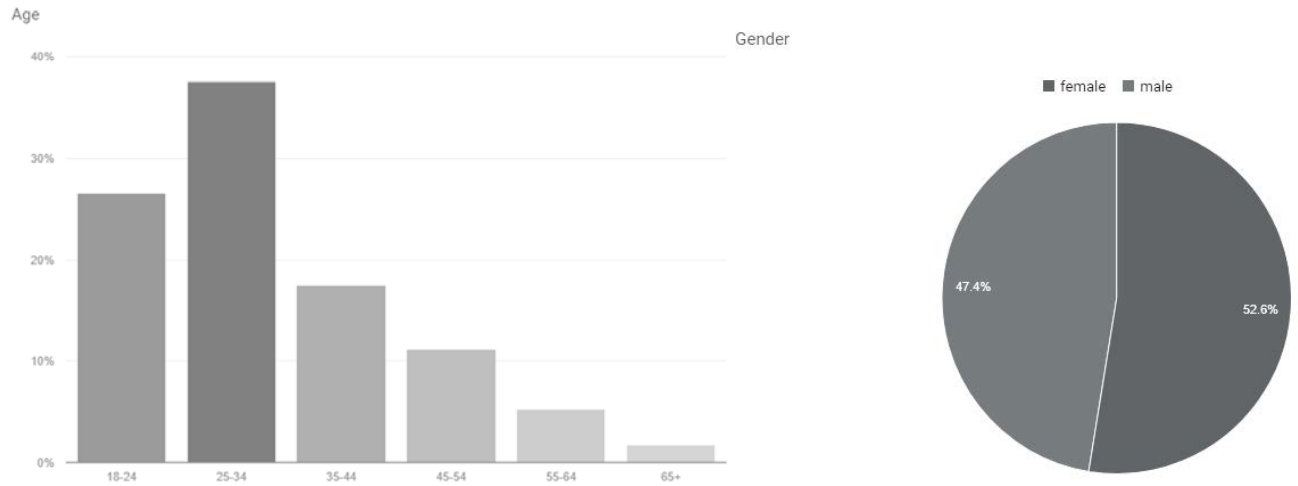


**ECO Canada is a national organization with over 70,000 monthly website visitors and 50,000 email subscribers.**

Through ECO's digital platforms, environmental professionals gain access to resources and tools for career growth.

Advertise with us to expand your business visibility and connect with a rapidly growing industry in Canada. Showcase your products and services through customized emails, website placements, & newsletters.

# Audience Information



**143,000**

**Avg Monthly Unique Page Views**

**857,000**

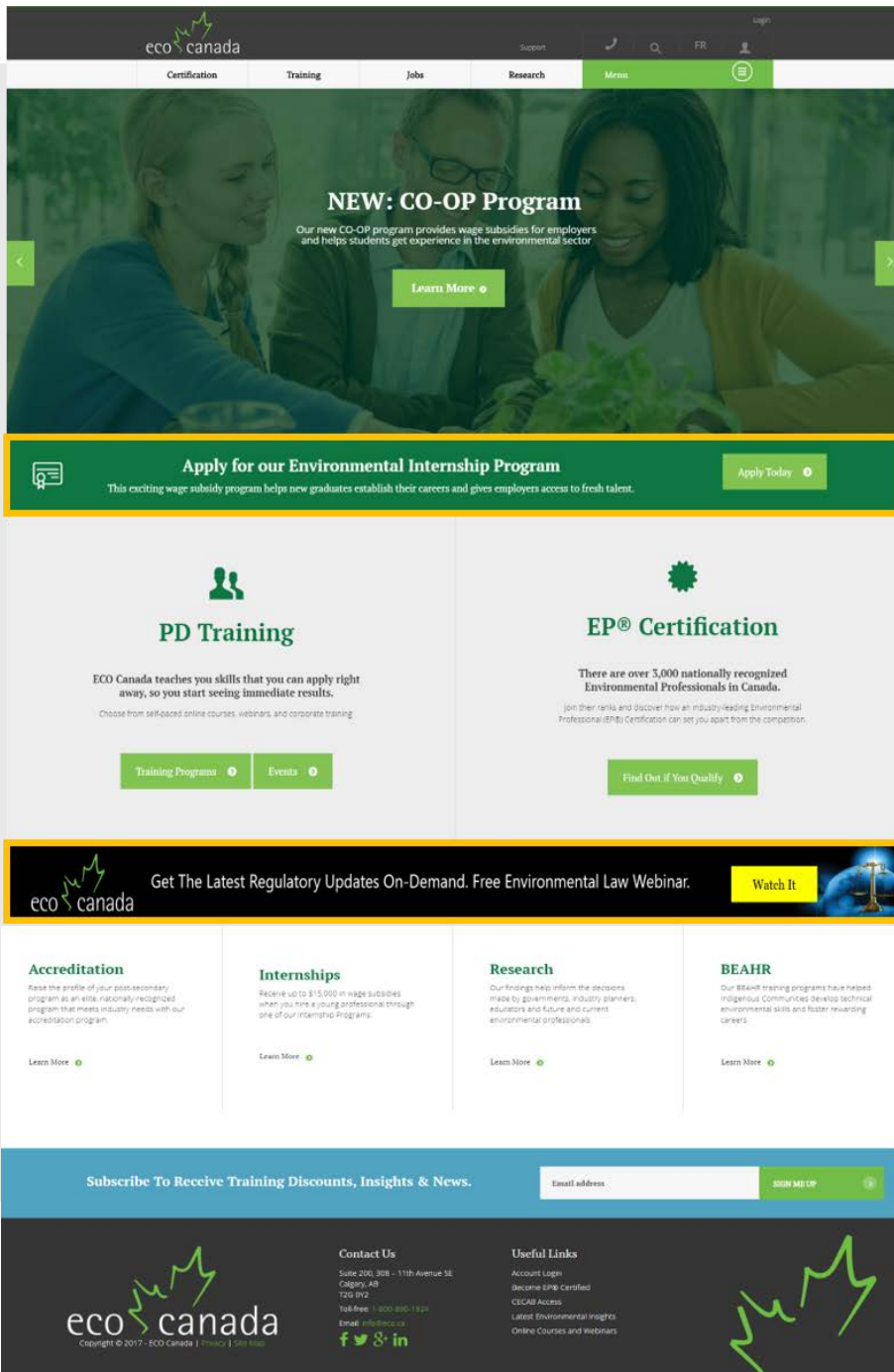
**Annual Unique Visitors**

**1,717,000**

**Annual Unique Page Views**

# Advertising on www.eco.ca

ECO Canada offers banner ad placements in three formats with three ways to generate visibility:



## Leaderboard



W 1138 px by H 214 px

## Box



W 342 px by H 512 px

## Wide Skyscraper



W 461 px by H 750 px

# Advertising on [www.eco.ca](http://www.eco.ca)

## PLACEMENT OPTIONS

### **A) Homepage Only - Leaderboard**

Format - JPEG, GIF

Maximum File Size

\$500 Per Month

Estimated Reach 8,000 - 10,000 Impressions

### **B) Run of Site - Leaderboard, Skyscraper, Box**

Format - JPEG, GIF

Maximum File Size

\$1500 Per Month

Estimated Reach 140k to 150K Impressions

### **C) Run of Job Board - Skyscraper**

Format - JPEG, GIF

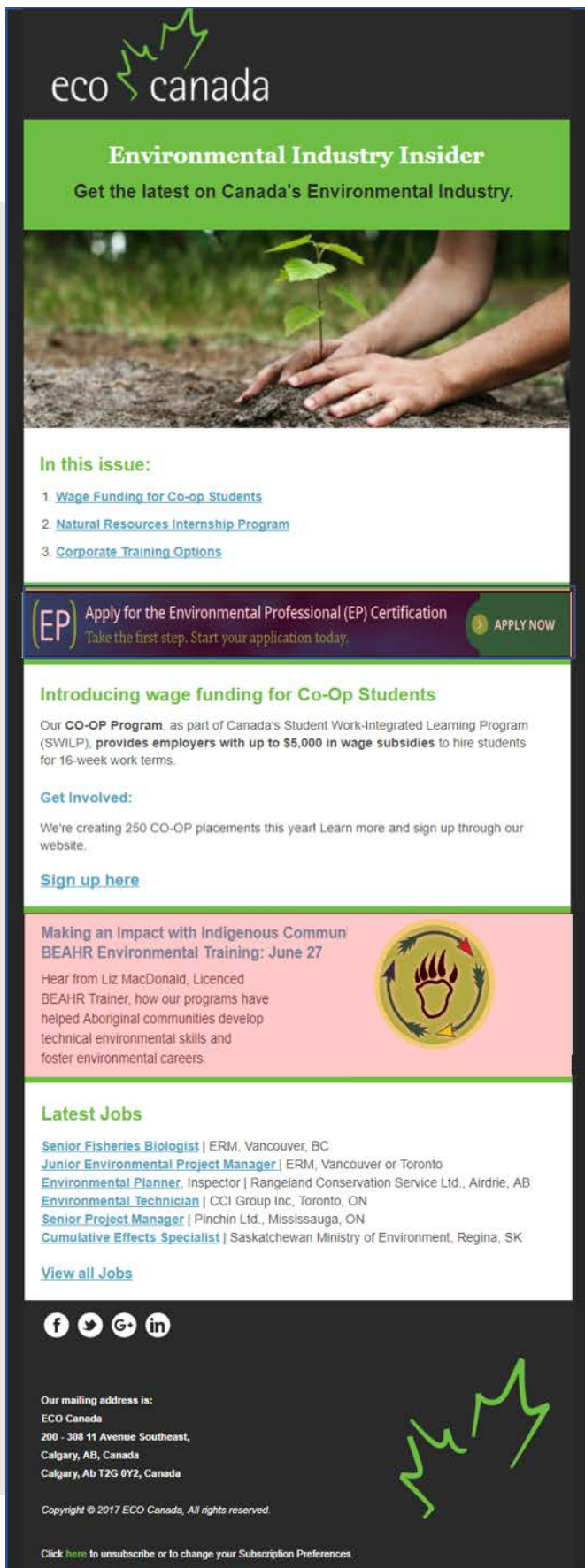
Maximum File Size

\$750 Per Month

Estimated Reach 40K to 50K Impressions

Each option is available for 1-month durations and includes a Monthly Report summarizing the total number of impressions and clicks.

# Newsletter Advertising



The screenshot shows the layout of the 'Environmental Insider' newsletter. At the top left is the 'eco canada' logo. Below it is a green header with the title 'Environmental Industry Insider' and the tagline 'Get the latest on Canada's Environmental Industry.' The main content area features a photograph of hands planting a small tree. Below the photo is a section titled 'In this issue:' with three numbered links: '1. Wage Funding for Co-op Students', '2. Natural Resources Internship Program', and '3. Corporate Training Options'. A purple banner promotes the 'Environmental Professional (EP) Certification' with a '3 APPLY NOW' button. The next section is 'Introducing wage funding for Co-Op Students', detailing a program with up to \$5,000 in wage subsidies and a 'Sign up here' link. This is followed by an article 'Making an Impact with Indigenous Communities' featuring a circular logo with a flame and arrows, and a 'Latest Jobs' section listing various roles like 'Senior Fisheries Biologist' and 'Junior Environmental Project Manager' with a 'View all Jobs' link. At the bottom, there are social media icons for Facebook, Twitter, Google+, and LinkedIn, a mailing address for ECO Canada in Calgary, and a copyright notice for 2017.

**The Environmental Insider is delivered to over 50,000 subscribers each month.**

Our eNewsletter provides you with high visibility and engagement advertising targeted to subscribers between the ages of 25 and 55.

**Schedule:** Every third week of the month. Subject to change.

**Average Open Rate:** 25%

**Average Click Thru Rate:** 10%

**Ad placements available in two formats:**

**- Leaderboard Display**  
**728 x 90 hyperlinked image file**  
\$1,000 per placement

**- Email Announcement**  
35 words or less, 1 URL, 1 image  
\$1,500 per placement

Materials are due one week prior to the distribution date.

# Terms and Conditions

## TERMS

Net 30 days. In the event of nonpayment, publisher reserves the right to hold the advertiser and/or its agency liable for monies owed.

## SHORT-RATES AND REBATES

Advertisers who do not place within 12 months the number of insertions upon which their frequency rate is based will be rebilled the difference based upon the appropriate earned rate. Rebates will be applied if advertisers earn a better frequency rate by placing more insertions than originally contracted for.

## CANCELLATIONS

No charge for cancellations made before the published ad closing date. Cancellations within 5 business days after ad closing date will be charged at 25% of the space rate. Cancellations more than 5 business days after ad closing date will be charged 50% of space rate. No cancellations can be made beyond 10 business days after ad closing date. If new materials or instructions are not provided by the published Materials Due date, ECO Canada reserves the right to publish the advertiser's most recent ad for which we have materials.

## PAYMENT

To make an advertising payment, please visit your login on [eco.ca](http://eco.ca)

## LIABILITY

Advertiser and agency agree to indemnify, defend, and save harmless the publisher from any liability for content of advertisements printed pursuant to the advertiser's or agency's order. The publisher reserves the right to reject, discontinue, or omit any advertising.





**Get started by submitting your ad  
request online to:  
[eco.ca/advertising-request](http://eco.ca/advertising-request)**