

A **HIGHER LEVEL** of
management consulting



Un **NIVEAU SUPÉRIEUR**
de conseil en management

MEDIA KIT 2020

Established in 1963, CMC-Canada's mission is to lead and serve the profession of management consulting across Canada. Our vision is a thriving and diverse profession that contributes to Canada's prosperity, with CMC recognized as the pinnacle of management consulting practice.



Why advertise with us?

Management Consultants are influential business professionals. As trusted advisers with connections across industries, consultants are always looking for new tools, training opportunities and events that could benefit them and their clients.

Who we are:

Demographic: All CMCs are highly educated and experienced industry experts.

Industries: Our members are experts in Finance, HR, IT, Operations, Marketing, Strategy and many more!

Our channels:



Digital Advertising

- cNotes - bi-weekly e-newsletter
- Consult - Online Publication
- Website

Classifieds

- Job Postings
- Event/PD Listings

Reach



6,100+
Newsletter
Subscribers



13,000+
Connections
Social Media Reach



2,300+
CMC
Members

(Facebook, Twitter, YouTube, LinkedIn)

To place your ad with CMC-Canada, please contact Donna - dringrose@cmc-canada.ca

Have something in mind? Get in touch!

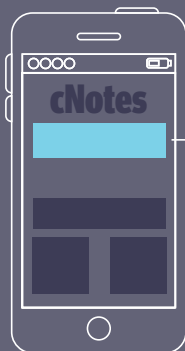
cNotes

6,100+
reach

2x /month
frequency

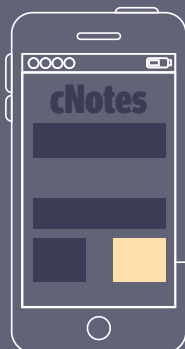
Ad Placement Options:

● Header Banner



Dimensions:
728px by 90px

● Footer Box Ad



Dimensions:
300px by 250px

CMC-Canada's signature communications piece. The cNotes e-newsletter is delivered bi-weekly to 6,100+ subscribers, with content including upcoming events, association news, articles of interest, and much more. It's a great opportunity for vendors, service providers, and others related to the consulting industry to connect with potential clients.

Rates

● Header Banner	1x \$700	2x \$600
	3x \$550	4x \$500

● Footer Box ad	1x \$500	2x \$425
	3x \$375	4x \$325

Price includes both monthly newsletters. *IE: 1x = 2 cNotes*

Distribution

2nd & 4th Thursday of the month
via **Email** and **social media**



Deadline **last Tuesday** of the month.

Consult

Reach:

6,100+

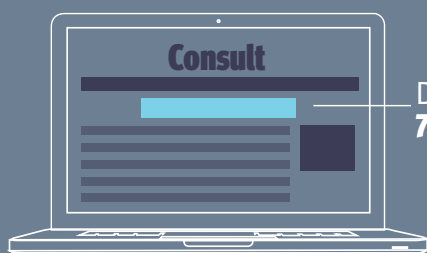
+Posted on our website

4x /year

Frequency

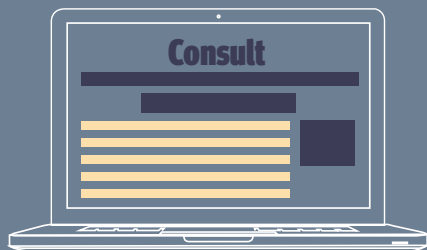
Ad Placement Options:

● Featured



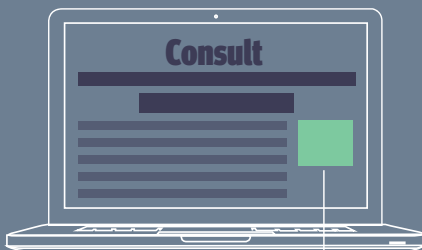
Dimensions:
728px by 90px

● Article/Theme



Get in touch for specifications

● Box Ad



Dimensions:
300px by 250px

CMC-Canada's Online Publication featuring in-depth articles and industry analysis written by association members and external contributors. Consult dives into a wide range of topics consultants need to know, including technology, change management, corporate strategy, current trends and more.

More bite-sized content is published on the Consult website on an ongoing basis.

Rates

● Featured	1x \$2000	2x \$1800
	3x \$1750	4x \$1500

● Article/Theme	1x \$1000	4x \$700
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● Box Ad	1x \$800	2x \$750
	3x \$600	4x \$500

Distribution dates

- January 31
- April 31
- July 31
- October 31

Deadline **2 weeks prior** to distribution.

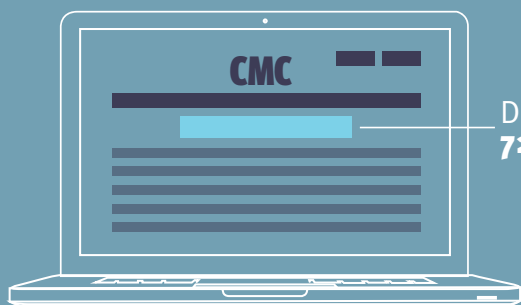
Website

Reach:
20,000+/month

12x /year
Frequency

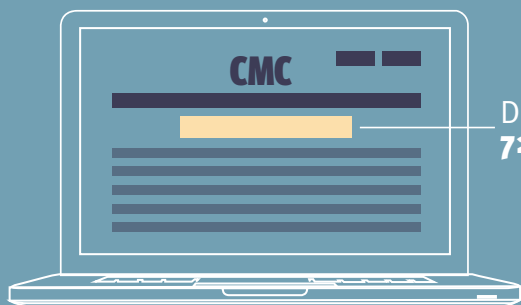
Ad Placement Options:

● Homepage



Dimensions:
728px by 90px

● Page Sponsor



Dimensions:
728px by 90px

Get your message front and centre on CMC-Canada's website. With over 20,000 monthly visits, showcase your company to industry leaders and promote your offerings to consultants across Canada. Homepage ads or specific page sponsorship available.

Rates

● Homepage	1x \$1000	2x \$800
	3x \$600	Year \$500

● Page sponsor	1x \$500	4x \$350
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All ads click-through to partner's website

Job Posting

Reach:

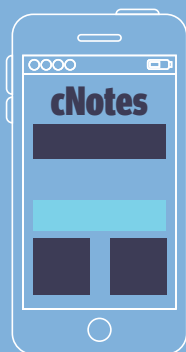
26,000+

Frequency:

- **via cNotes: 2x/month**
- **on website: 24/7**

Placement:

- Listing in Career HQ on web **and** in cNotes



Post your job with CMC-Canada and recruit quality candidates today! Your Job Posting will be listed on our website under CMC's Career HQ and distributed 2x monthly to over 6100 cNotes subscribers. Reach the Right People, Hire the Right Professional, Hire a CMC!

Rates

30 days : **\$300** 60 days: **\$500**
90 days: **\$700**

Members receive **15% discount**

Distribution

cNotes and **website**



Event/PD Listing

Reach:

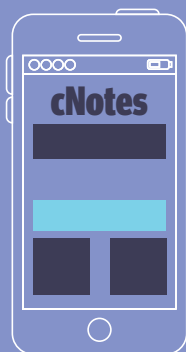
26,000+

Frequency:

- **via cNotes: 2x/month**
- **on website: 24/7**

Placement:

- Listing on Events/PD page on web **and** in cNotes



CMC-Canada's members are influential professionals who are always on the lookout for informative training to give them an edge in a competitive market. Are you hosting a course or an event you think will benefit a consultant? Posting your event or PD listing with CMC will include a listing under our events page and will be distributed 2x monthly in cNotes to over 6100 subscribers.

Rates

30 days : **\$400** 60 days: **\$600**
90 days: **\$800**

Members receive **15% discount**

Distribution

cNotes and **website**



Quick Reference

	Reach	Frequency	Placement	Rate		Details	Distribution
cNotes	6100+	2x per month	1: Header Banner 2: Footer Box Ad	1: 1x \$700 3x \$550 2: 1x \$500 3x \$375	2x \$600 4x \$500 2x \$425 4x \$325	Price Includes both newsletters each month IE: 1x = 2 cNotes	2nd & 4th Thursday thru Email and social media
Consult	6100+ & posted on our website	4x per year	1: Featured Header ad on main page, company logo on consult promo communications (email) 2: Article/Theme Company logo on specific article/theme on main page & top of article page 3: Box: Box Ad on main page	1: 1x \$700 3x \$550 2: 1x \$500 3x \$375	2x \$600 4x \$500 2x \$425 4x \$325		Email & Web
Website	20,000+ visitors per month	Monthly	1: Homepage Header banner on top of page 2: Page Sponsor Header banner on top of page	1: 1x \$1000 4x \$600 2: 1x \$500	2x \$800 YR \$500 YR \$350	All ads click through to partner's website	
Job Postings	26,000+	2x per month	Listing in Career HQ on web and in cNotes	Days: 30 \$300 90 \$700	60 \$500	Members receive 15% discount	cNotes & web @Career HQ
Event /PD Listings	26,000+	2x per month	Listing on Events page on web and in cNotes	Days: 30 \$400 90 \$800	60 \$600	Members receive 15% discount	cNotes & web @ Events



For more information, please contact Donna: dringrose@cmc-canada.ca