

TAP INTO THE POWER OF CANADA'S MARKETING INDUSTRY



2009

media kit

CANADIAN
MARKETING
ASSOCIATION
CANADIENNE
DU MARKETING

CMA/ACM

KNOWLEDGE
SAVOIR

COMMUNITY
COMMUNAUTÉ

ADVOCACY
REPRÉSENTATION

CANADIAN MARKETING ASSOCIATION

Canada's largest marketing association embracing all marketing disciplines, channels and technologies.

Unparalleled Exposure!

The Canadian Marketing Association (CMA) is the voice of marketing in Canada. CMA's 800 corporate members make a significant contribution to the Canadian economy, supporting over 480,000 jobs and generating more than \$51 billion in overall annual sales through various marketing channels.

Your Target Audience?

CMA's 800 corporate members and 10,000 marketing decision makers include Canada's major financial institutions, insurance companies, publishers, retailers, charitable organizations, agencies, relationship marketers and those involved in e-business and Internet marketing.

Readers of the *CMA Membership Source Guide* include influential marketing professionals within a variety of roles:

- Marketing VPs, Marketing Directors
- Managers
- Creative Development
- CEOs, Presidents
- General Managers
- Web Development



WHY ADVERTISE?

The sourcebook for the marketing community across Canada, the *CMA Membership Source Guide* is available both in print and online at www.the-cma.org. Powerful, influential marketing professionals across the industry depend on the guide, from branding, e-commerce, direct marketing, advertising, customer experience management, media, creative design and production.

The members of the Canadian Marketing Association come from a variety of business sectors: consumer products, financial services, retail, technology, media, travel and beyond. CMA members are motivated: they want to tap into the latest and greatest; identify new ideas, strategies, technologies and services; and extend their marketing efforts to new heights.

CONSIDER THIS

- Distribution of the print *Source Guide* to over 2,000 member companies with a pass-along readership exceeding 10,000 decision-makers
- Coverage across major industry sectors
- CMA website receives over 80,000 hits per month
- *Source Guide* exposure both in print and online
- Used by senior marketing decision-makers



ADVERTISING RATES

BLACK & WHITE RATES

SIZE	MEMBER	NON-MEMBER
DPS	\$ 3,959.50	NA*
Full Page	\$ 2,269.50	\$ 2,779.50
2/3 Page	\$ 1,959.50	\$ 2,399.50
1/2 Page Island	\$ 1,679.50	\$ 2,059.50
1/2 Page	\$ 1,439.50	\$ 1,759.50
1/3 Page	\$ 1,079.50	\$ 1,329.50
1/4 Page	\$ 829.50	\$ 1,019.50
1/6 Page	\$ 649.50	\$ 799.50

INSERTS & BELLY BANDS: Available upon request

GUARANTEED POSITION: 15% extra

ADVERTISING AGENCIES: Please add 15%

ADVERTISEMENT PROOF CHARGE: \$25.00

*Available to CMA Members only

COVER AND PREMIUM POSITIONS

Includes Four Colour

SIZE	MEMBER	NON-MEMBER
Outside Back Cover	\$4,269.50	NA*
Inside Front Cover	\$3,929.50	NA*
Inside Back Cover	\$3,929.50	NA*
Tab Rate	\$3,589.50	NA*

COLOUR RATES

Single Process Colour	\$ 400.00
Matched Colour	\$ 550.00
Four Colour	\$ 850.00



ONLINE ADVERTISING RATES*

ONLINE LISTING ENHANCEMENT PACKAGE

	MEMBER	NON-MEMBER
• Four Colour Logo	\$ 399.50	*NA
• Priority Search Results within Category Heading		

Additional Online Enhancement Package per Category \$50.00 each

*Available to CMA Members only

DISPLAY ADVERTISEMENTS

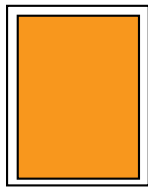
	MEMBER	NON-MEMBER
Skyscraper • Large advertisement that shows up on every page on the CMA online directory	\$7,500.00	\$9,500.00
Mini Skyscraper • Small advertisement that shows up on every page on the CMA online directory	\$5,000.00	\$6,500.00
Skyscraper Banner • Banner advertisement that shows up on every page on the CMA online directory	\$7,500.00	\$9,500.00
Category Banner • Banner advertisement that shows up at the top of specific products & services search pages • Over 60 categories available	\$ 819.00	\$1,059.00

SPECIAL PACKAGE RATE: 10% discount on the lesser ad when advertising in both Print Directory & Online Directory

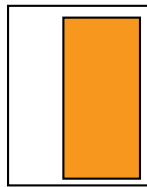
AD PROOF CHARGE: \$25.00

*All online advertisements are posted for a one-year duration

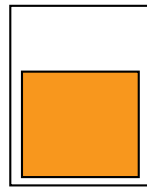
SPECIFICATIONS



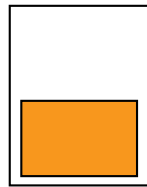
Full page



2/3 Vertical



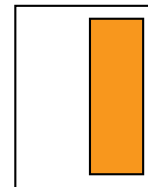
2/3 Horizontal



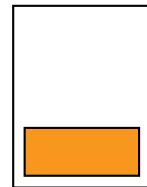
1/2 Horizontal



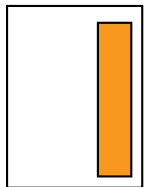
1/2 Vertical



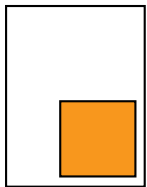
1/2 Long Vertical



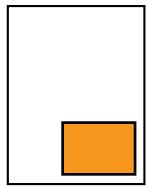
1/3 Horizontal



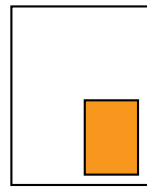
1/3 Vertical



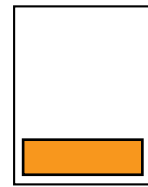
1/3 Square



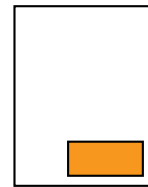
1/4 Horizontal



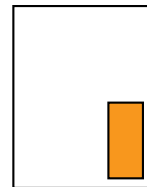
1/4 Vertical



1/4 Banner



1/6 Horizontal



1/6 Vertical

ADVERTISING SIZES

SIZE	WIDTH	DEPTH
Double Page Spread Bleed	17 2/8"	11 1/8"
Full Page Bleed	8 5/8"	11 1/8"
Full Page	7"	9 1/2"
2/3 Horizontal	7"	6 1/4"
2/3 Vertical	4 5/8"	9 1/2"
1/2 Horizontal	7"	4 5/8"
1/2 Vertical (Island)	4 5/8"	7"
1/2 Long Vertical	3 3/8"	9 1/2"
1/3 Horizontal	7"	3"
1/3 Vertical	2 1/8"	9 1/2"
1/3 Square	4 5/8"	4 5/8"
1/4 Horizontal	4 5/8"	3 3/8"
1/4 Banner	7"	2 1/8"
1/4 Vertical	3 3/8"	4 5/8"
1/6 Horizontal	4 5/8"	2 1/8"
1/6 Vertical	2 1/8"	4 5/8"

MECHANICAL REQUIREMENTS

SIZE IN INCHES	WIDTH		DEPTH
Type Size	7"	x	9 1/2"
Trim Size	8 3/8"	x	10 7/8"
Bleed Size	8 5/8"	x	11 1/8"

Halftone Screen: 133 lines maximum

PRODUCTION SPECIFICATIONS

Digital Files: Preferred format is a High Resolution (300dpi) PDF file, provided all the fonts are embedded, and all colour is converted to CMYK. Other acceptable formats are Adobe InDesign, QuarkXPress, and Adobe Illustrator files, if all graphics and fonts are also included. Please include a laser copy for reference. All colour files must be accompanied by a colour proof or separated laser proofs. Publisher assumes no responsibility for accuracy when a proof is not provided.

PUBLISHING DATES

Material Deadline: June 1, 2009

Publish Date: July 31, 2009

