

Rate Card

2011

The Voice of Canadian Business™

connect!



The power
to shape policy +
the power of our network.

Get plugged in.

As Canada's largest and most influential business association, the Canadian Chamber of Commerce is the primary and vital connection between business and the federal government. It continually demonstrates impact on public policy and decision-making to the benefit of businesses, communities and families across Canada.

Experience the power of a network of over 420 chambers of commerce and boards of trade, representing 192,000 businesses of all sizes in all sectors of the economy and in all regions.

Be heard.

The Voice of Canadian Business™

connect!

Be heard. Be seen. Be read.

Advertise with the Canadian Chamber of Commerce

- Benefit from the credibility of being associated with Canada's largest and most influential business organization.
- Enjoy our reach. Through our network of direct corporate members, national associations and over 420 chambers of commerce, we represent 192,000 businesses of all sizes, from all sectors of the economy and from all regions of Canada.
- Our members are your existing and potential customers. Benefit from our ready-made audience of business executives and administrators—people who are looking for strategic ways to maximize their bottom line.



Advertising opportunities and specifications

Direct mail

At a glance

- Direct mail pieces can be sent to either chamber of commerce members or corporate and association members in English and/or in French.
- Direct mailings to members are conducted on an as-needed basis.





Specifications

- Our basic rate is for one English and/or French insert, such as a flyer, a brochure or a postcard. The maximum finished size for the insert is 8.5" x 11" and the insert must not exceed 100 grams.
- Inserts for chamber of commerce members are more successful if they specify what you want the chamber manager to do with your information.
- For a mailing to chamber of commerce members, 400 English copies and/or 50 French copies of your insert are needed.
- For a mailing to corporate and association members, 650 English copies and/or 55 French copies of your insert are needed.
- Materials must arrive at the Canadian Chamber's Ottawa office one week prior to the mailing date.



Email campaign

At a glance

- HTML-based email messages can be sent to either chamber of commerce members or corporate and association members in English and/or in French.
- Email campaigns to members are conducted on an as-needed basis.

Specifications

- Our basic rate is for one English and/or French email distribution.
- Email campaigns to chamber of commerce members are more successful if they specify what you want the chamber manager to do with your information.
- We can set up a basic HTML email for you, with graphics and copy, or you can provide us with one.
- Graphics must be either .jpg or .gif formats. The maximum width of the message is 600 pixels. The message can contain a maximum of four graphics.
- Artwork and/or copy must arrive at the Canadian Chamber's Ottawa office one week prior to the emailing date.



June 9-11
Hyatt Regency Toronto

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Dear Chamber Members,

Looking for the strategies your business needs to succeed online?

Then check out [SES Toronto](#). Now in its 7th year, our conference is the place to hear from the search engines themselves and from the brands that are leading the way in growth and return.

The Canadian Viewpoint

Some conferences in Canada provide a US perspective on the search and digital industries, but SES sees things differently. With a unique market and unique challenges, we bring the leading Canadian voices with strategies and case studies that are relevant to you!

SAVE 20% NOW
USE DISCOUNT CODE E20CCC

Group Savings: Save 50% off starting with third registration

Featured Speakers



[Lee Odden](#)
CEO
TopRank Online



[Bryan Eisenberg](#)
NYTimes Bestselling
Author



Connections newsletter

At a glance

- Advertorials or business card ads can be placed in our monthly English and/or French newsletter to chamber of commerce members.
- *Connections/Au Courant* is distributed every third Friday.

Specifications

- Our basic rate is for one English and/or French advertorial or business card ad.
- The advertorial may contain a maximum of 200 words.
- The business card ad may contain graphics and its finished size is 2" x 3.5".
- Ads for member chambers of commerce are more successful if they specify what you want the chamber manager to do with your information.
- Graphics must be at a resolution of 150 dpi and in a .jpg format.
- Artwork and/or copy must arrive at the Canadian Chamber's Ottawa office one week prior to the distribution date.



Lowering your home & auto insurance costs

We'd all like lower rates when it comes to our home and auto insurance. Below are some helpful tips that may help you save dollars.



Website banner ads

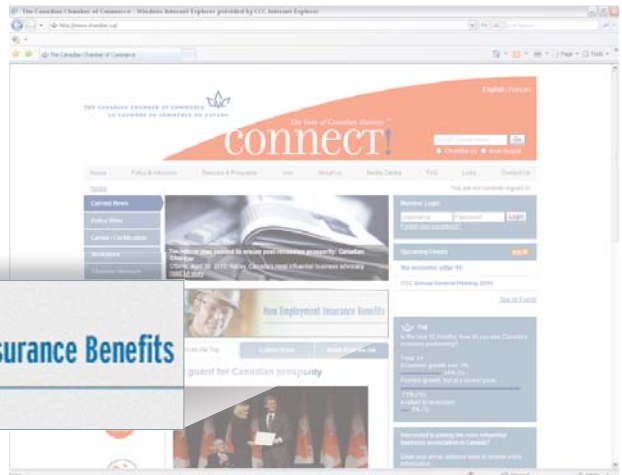
At a glance

- The Canadian Chamber's website, chamber.ca, receives an average of 40,000 impressions each month.
- Banner ad packages are available for run-of-site ads (premium ads) or ads that only run on our home page (home page ad).

Specifications

- All banner ads must be supplied in English **and** in French.
- Premium ads are 300 x 300 pixels and will appear throughout the main sections of the website, in the right column.
- Home page ads are 468 x 100 pixels and will only appear on the home page.
- The ad must be at a resolution of 72 dpi and in a .swf, .gif or .jpg format in RGB.
- The ad may be animated: 30 seconds animation limit with a maximum of three loops.
- URL must be embedded if providing Flash documents.
- The ad's file size limit is 40 kilobytes.
- Ads are to be supplied by the advertiser at the advertiser's cost two business days prior to campaign start date.

Note: Our firewall blocks zip files. Please notify the Canadian Chamber when the advertisement is sent. We will then release your file from our quarantine and send you a confirmation.



Rate card HST Reg. #106844285 / QST Reg. # 1006090296

Prices do not include tax. The applicable tax rate will be based on the advertiser's province/territory of residence. AB, MB, NU, PE, SK, YT: 5% GST | QC: 5% GST + 8.5% QST | BC: 12% HST | NB, NL, ON: 13% | NS: 15% HST

<i>Prices are subject to change without prior notice.</i>	Member rate	Non-member rate
Direct mail (English and/or French)		
To chamber of commerce members	\$1,000	\$2,000
To corporate and association members	\$2,000	\$4,000
To both types of members	\$2,500	\$4,500
Email campaign (English and/or French)		
To chamber of commerce members	\$500	\$1,000
To corporate and association members	\$1,000	\$2,000
To both types of members	\$1,500	\$2,500
Connections (English and/or French)		
Advertorial	\$500	\$1,000
Business card ad	\$250	\$500
Website banner ads (English and French)		
Premium		
4 weeks	\$875	\$1,750
26 weeks	\$5,250	\$10,500
52 weeks	\$8,750	\$17,500
Home page		
4 weeks	\$500	\$1,000
26 weeks	\$3,000	\$6,000
52 weeks	\$5,000	\$10,000
Ad design	Complimentary (Maximum of three revisions.)	\$100 per hour



Advertising Agreement

Please complete, sign and return to the Canadian Chamber of Commerce, ATTN: Communications, by fax to 613.238.7643 or by mail to 360 Albert Street, Suite 420, Ottawa ON K1R 7X7.

Company name: _____

Contact name: _____

Address: _____

Telephone number: _____ Fax number: _____

Email: _____

Type of advertising purchased:

- Direct mail to chamber of commerce members
- Direct mail to corporate and association members
- Direct mail to both types of members
- Email campaign to chamber of commerce members
- Email campaign to both types of members
- Email campaign to corporate members and associations
- Advertorial in *Connections*
- Business card ad in *Connections*
- Premium banner ad
 - 4 wks
 - 26 wks
 - 52 wks
- Home page banner ad
 - 4 wks
 - 26 wks
 - 52 wks

Date on which advertisement will run: _____

Date on which materials are due: _____

Payment information

Payment must be received in full prior to date on which the advertisement will run.

Total due: _____

By credit card: Visa MasterCard AMEX

Card number: _____ Expiry date: _____

Cardholder's name: _____

Authorized signature: _____

By cheque, made payable to the Canadian Chamber of Commerce.

This agreement may be terminated, in writing, by either party up to one week prior to the date on which the advertisement was to run.

I agree to the above terms and conditions. Signature: _____

Date: _____

Any personal information provided on this form will be used by the Canadian Chamber of Commerce as set out in its privacy policy to conduct the transaction indicated on this form. Please consult our privacy policy at chamber.ca.

For more information on banner ads, please contact *Michelle Croteau* at 613.238.4000 (247) at mcroteau@chamber.ca. All other inquiries may be directed to *Angela Roy* at 613.238.4000 (265) or at aroy@chamber.ca.

OTTAWA

420 - 360 Albert Street
Ottawa ON
K1R 7X7

) 613.238.4000
☎ 613.238.7643

TORONTO

901 - 55 University Avenue
Toronto ON
M5J 2H7

) 416.868.6415
☎ 416.868.0189

MONTREAL

709 - 1155 University Street
Montreal QC
H3B 3A7

) 514.866.4334
☎ 514.866.7296

CALGARY

PO Box 38057
Calgary AB
T3K 5G9

) 403.271.0595
☎ 403.226.6930

THE CANADIAN CHAMBER OF COMMERCE



LA CHAMBRE DE COMMERCE DU CANADA

Chamber.ca