

# DIGITAL ADVERTISING WITH CANS



CONSTRUCTION  
ASSOCIATION OF NOVA SCOTIA  
Building with Skill and Integrity Since 1862

GET IN FRONT OF THE CONSTRUCTION INDUSTRY WITH YOUR ADVERTISING

Advertising with CANS can help you reach your ideal target market. With multiple digital formats to choose from there is sure to be something for everyone. Invest in a one-time placement, buy an advertising package, or work with our team to build a custom package tailored to your advertising needs.

## WEBSITE ADVERTISING

CANS website is a source of information and resources for the public and more than 800 CANS members in the commercial construction industry in Atlantic Canada. Advertising on [cans.ns.ca](http://cans.ns.ca) is a great way to reach your desired audience.

### Avg Time/Page



**5.5 mins**

### Avg Monthly Views



**105,000+**

### Unique Users/Month



**6,500+**

## Website Rates

All web advertisements are sold on a monthly term. Months do not need to be used consecutively.

### 1 Month

Member: \$400

Non Member: \$600

### 3 Months

Member: \$1,000

Non Member: \$1,440

### 6 Months

Member: \$1,900

Non Member: \$2,500

### 1 Year

Member: \$3,600

Non Member: \$4,500

## Digital Ad Specifications

Dimensions:

200 px x 600 px (w x h)

File Formats Accepted:

.jpeg, .tif, .png, .eps

[www.cans.ns.ca/advertising](http://www.cans.ns.ca/advertising)

## EMAIL ADVERTISING

"CANS Weekly" is a weekly e-campaign providing readers with a snapshot of life at CANS — upcoming events, must-attend courses, as well as news and key information on the issues facing the construction industry. Advertising in CANS Weekly is a great way to get in front of the industry to promote your programs, services and special offers.

Space is limited to a maximum of two (2) ads per issue. The order of ads will be determined by the order of bookings.

### CANS Weekly Rates

All CANS Weekly ads are sold on a weekly term. Weeks do not need to be used consecutively.

#### 1 Week Advertising

Member: \$150

Non Member: \$400

#### 4 Weeks Advertising

Member: \$450

Non Member: \$1,000

#### 26 Weeks Advertising

Member: \$2,550

Non Member: \$5,750

#### 2 Weeks Advertising

Member: \$250

Non Member: \$600

#### 12 Weeks Advertising

Member: \$1,250

Non Member: \$2,900

## DIGITAL AD PACKAGE OPPORTUNITIES

Save money and maximize your exposure by choosing from one of these great CANS advertising packages.

#### PACKAGE #1 –

Value: \$600 (savings of \$250)

- One (1) month website advertising
- Four (4) weeks advertising in CANS Weekly

#### PACKAGE #3 –

Value: \$1,100 (savings of \$600)

- Three (3) months website advertising
- Six (6) weeks advertising in CANS Weekly

#### PACKAGE #2 –

Value: \$1,000 (savings of \$450)

- Three (3) months website advertising
- Four (4) weeks advertising in CANS Weekly



**BOOK YOUR  
advertisement  
TODAY!**

#### Subscribers



**4,300+**

#### Avg. Open Rate



**18%**

**Don't see options that meet your advertising needs?** We can work together to create a custom advertising package for you!

#### Michelle Peters

Events Lead

[mpeters@cans.ns.ca](mailto:mpeters@cans.ns.ca)

902-818-6530