

# 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 780+ CANS members in the commercial construction industry in Atlantic Canada. Advertising on cans.ns.ca is a great way to reach your desired audience.

**Website Rates** — Advertisements are sold on a monthly term. Months do not need to be used consecutively.

### 1 Month

Member: \$460

Non Member: \$690

### 6 Months

Member: \$2,185

Non Member: \$2,875

### 3 Months

Member: \$1,150

Non Member: \$1,656

### 1 Year

Member: \$4,140

Non Member: \$5,175

## AD SPECIFICATIONS

### Dimensions:

200 px x 600 px (W x H)

### File Formats Accepted:

.jpeg, .png

### Colour Profile:

RGB

\*Please provide the URL for the click-through link when artwork is supplied.

## WEB STATS



### Monthly Views

**47,500+**



### Avg Time/Page

**1.15 mins**



### Users/Month

**5,900+**

# 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.



**Avg Clicks**  
**600+**



**Subscribers**  
**4,850+**



**Open Rate**  
**27%**

*\*Stats are from January 1 – December 31, 2022*

## DIGITAL AD PACKAGE OPPORTUNITIES

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

### PACKAGE #1 — save up to 32%

Member Price: \$690

Non Member Price: \$955

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

### PACKAGE #2 — save up to 31%

Member Price: \$1,150

Non Member Price: \$1,630

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

### PACKAGE #3 — save up to 35%

Member Price: \$1,265

Non Member Price: \$1,895

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

**e-Newsletter Rates** — All CANS Weekly ads are sold on a weekly term. Weeks do not need to be used consecutively.

#### 1 Week

Member: \$172.50

Non Member: \$224.25

#### 12 Weeks

Member: \$1,437.50

Non Member: \$1,868.75

#### 2 Weeks

Member: \$287.50

Non Member: \$373.75

#### 26 Weeks

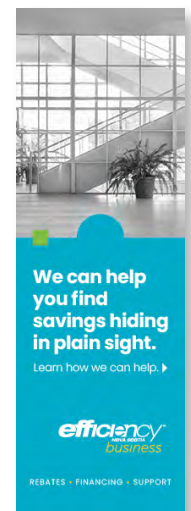
Member: \$2,932.50

Non Member: \$3812.25

#### 4 Weeks

Member: \$517.50

Non Member: \$672.75



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



**Book Your Advertisement**

**Please contact:** Michelle Fievet, Sponsorship Lead by phone, 902-818-6530 or by email at [mfievet@cans.ns.ca](mailto:mfievet@cans.ns.ca).