

# 2023-2024 Digital Advertising Guide



CONSTRUCTION  
ASSOCIATION OF NOVA SCOTIA

## Get in front of the construction industry by advertising with CANS!

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. Advertising on cans.ns.ca is a great way to reach your desired audience.

## WEBSITE ADVERTISING

CANS website is a source of information and resources for the public and more than 780+ CANS members in the ICI industry throughout Atlantic Canada. CANS website is mobile friendly - you're ad will be seen on all devices including desktop, tablet and mobile.

**Website Rates** – Advertisements are sold on a monthly term. Months do not need to be used consecutively. With each booking, you receive a tall ad and a square ad - tall ads are visible on your desktop while square ads are visible on your mobile device.

### 1 Month

Member: \$506

Non Member: \$759

### 6 Months

Member: \$2,404

Non Member: \$3,163

### 3 Months

Member: \$1,265

Non Member: \$1,822

### 1 Year

Member: \$4,554

Non Member: \$5,693

### WEB STATS



**Avg. Monthly Pageviews**

**47,570+**



**Avg Time/Page**

**1:12 mins**



**Users/Month**

**5,900+**

*\*Stats are from Jan. 1 – Dec. 31, 2022*

### AD SPECIFICATIONS

#### Dimensions:

Tall Ad - 200 px x 600 px (W x H)

Square Ad - 300 px x 300 px

#### File formats accepted:

.jpeg, .png

#### Colour profile:

RGB

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

# EMAIL ADVERTISING

“CANS Weekly” is a weekly email 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. With each booking, you receive a tall add (see add specifications on previous page).

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

## 1 Week

Member: \$190

Non Member: \$245

## 12 Weeks

Member: \$1,581

Non Member: \$2,056

## 2 Weeks

Member: \$316

Non Member: \$412

## 26 Weeks

Member: \$3,226

Non Member: \$4,193

## 4 Weeks

Member: \$570

Non Member: \$740

## EMAIL STATS



Avg. clicks to links within an email **600+**



Avg. Open Rate **27%**



Avg. Monthly Subscribers **4,850+**

*\*Stats are from Jan. 1 – Dec. 31, 2022*

# DIGITAL AD PACKAGE OPPORTUNITIES

Save money and maximize your exposure by choosing from one of these great CANS advertising packages. **Don't see options that meet your advertising needs?** We can work together to create a custom advertising package for you!

## PACKAGE #1 – save up to 32%

Member Price: \$759

Non Member Price: \$1,050

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

## PACKAGE #2 – save up to 31%

Member Price: \$1,265

Non Member Price: \$1,793

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

## PACKAGE #3 – save up to 35%

Member Price: \$1,392

Non Member Price: \$2,085

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



**Book Your Advertisement**

## Contact:

Michelle Fievet, Sponsorship Lead  
Construction Association of Nova Scotia  
902-818-6530 / [mfievet@cans.ns.ca](mailto:mfievet@cans.ns.ca)