



CONSTRUCTION  
ASSOCIATION OF NOVA SCOTIA

# CANS Digital Advertising Guide

## Enhance your profile with the construction industry: advertise 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](http://cans.ns.ca) is a great way to reach your desired audience.

## 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 29%

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

## ARTWORK SPECS

### Dimensions:

Email & Web (desktop): 200 x 600

Web (mobile): 300 x 300

### File formats accepted:

.jpeg, .png

### Colour profile:

RGB



## Book Your Ad!

**Contact:** Justin Blakeney, Sponsorship Lead  
at 902-468-2267 or [jblakeney@cans.ns.ca](mailto:jblakeney@cans.ns.ca).

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

## EMAIL ADVERTISING

“CANS Weekly” is a weekly e-newsletter 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 six (6) ads per issue. The order of ads will be determined by the order of bookings. With each booking, you receive a tall ad (see ad 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. Open Rate

**39%**

Avg. Monthly Subscribers

**5,194+**

## WEBSITE ADVERTISING

CANS website is a source of information and resources for the public and more than 800+ CANS members in the ICI industry throughout Atlantic Canada. CANS website is mobile friendly – your 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: \$1,264

Non Member: \$1,822

### 1 Year

Member: \$4,554

Non Member: \$5,693

### WEB STATS

Avg. Monthly Pageviews

**61,000+**

Users/Month

**8,800+**