

CHHMA

MEDIA KIT

Three Great Advertising Options:

- CHHMA E-News Brief
- CHHMA Website Homepage (**NEW**)
- CHHMA News Website Article Pages (**NEW**)

ADVERTISE IN THE CHHMA E-NEWS BRIEF

- **Targeted reach** — Reach over 2,500 retailers, manufacturers and key decision makers within the Canadian hardware and housewares industry.
- **Official newsletter of the association** — The most credible platform within the industry.
- **Adaptable interactive advertising** — Change your ad on every issue and gauge the response to your messages.
- **Measurable results** — Enjoy access to comprehensive metrics and campaign reporting.
- **Opt in subscriber base** — CHHMA members have asked to receive this!

**CHHMA MEMBERS ARE ENTITLED TO ONE FREE AD
PER YEAR AS PART OF THEIR MEMBERSHIP!**



LEADERBOARD

Premium advertising right underneath the association logo, great branding opportunity and prime real estate.

A \$400 per insertion
\$1,800 — Block of 6 insertions

580 x 75 px (.jpg/.png file),
No larger than 49kb file size.

For all questions and inquiries please contact:

Michael Jorgenson,
Marketing & Communications Manager
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ADVERTISE ON THE CHHMA HOMEPAGE

The screenshot shows the CHHMA homepage layout. At the top is a navigation bar with 'EVENTS', 'JOIN CHHMA', 'PROGRAMS', 'RESOURCES', and 'ABOUT CHHMA'. Below this is a large banner area with a video player and the text 'Dramatic Changes Happening in Professional Selling'. Below the banner are several content blocks: 'ADVANTAGE BY ASSOCIATION' with sections for Financial Savings, Education, News & Information, Networking, and Representation & Lobbying; 'JOIN CHHMA' with a contact form; 'NEWSLETTER SIGNUP' with an email input field; and 'Sponsors' including Schulich and The Retail Education Centre. At the bottom, there are three 'ADVERTISE HERE' spots labeled B, C, and D, each with a red arrow pointing to the ad space. Spot B is a top banner, C is a middle banner, and D is a bottom banner. Each spot contains the CHHMA logo and the text: 'REACHING OVER 2,500 RETAILERS, MANUFACTURERS AND KEY DECISION MAKERS WITHIN THE CANADIAN HARDWARE AND HOUSEWARES INDUSTRY'.

- B** Top Banner \$2,000 (1 month)
 - C** Middle Banner \$1,600 (1 month)
 - D** Bottom Banner \$1,400 (1 month)
- 1080px wide, height as needed (.jpg/.png file),
No larger than 49kb file size.

ADVERTISE ON THE CHHMA NEWS WEBSITE

The screenshot shows the CHHMA News website. The top navigation bar includes 'COVID-19 NEWS', 'TOP NEWS', 'CHHMA NEWS', 'EVENTS', 'MEMBERSHIP BENEFITS', 'MEDIA KIT', and 'CHHMA.CA'. The main content area features an article titled 'PRESIDENT'S YEAR-END MESSAGE' by Dec 18, 2019. The article text discusses the challenges of 2020 and the board's commitment to members. Below the article is a social sharing section and a 'RATE' section. At the bottom of the article, there is an 'ADVERTISE HERE' spot labeled E, which is identical to the spots on the homepage. The right sidebar contains 'RECENT POSTS', 'CATEGORIES', and 'RECENT TWEETS'.

- E** \$2,000 (1 month)
- 920px wide, height as needed (.jpg/.png file),
No larger than 49kb file size.

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