



# EFC Advertising Media Kit



## Reach the CEO's, COO's, Presidents, and Other Canadian Electrical Industry Leaders

Electro-Federation Canada (EFC) is a national, not-for-profit industry association, representing 260+ companies that manufacture, distribute, and service electrical and automation products in Canada.

Electro-Federation Canada offers several advertising opportunities:

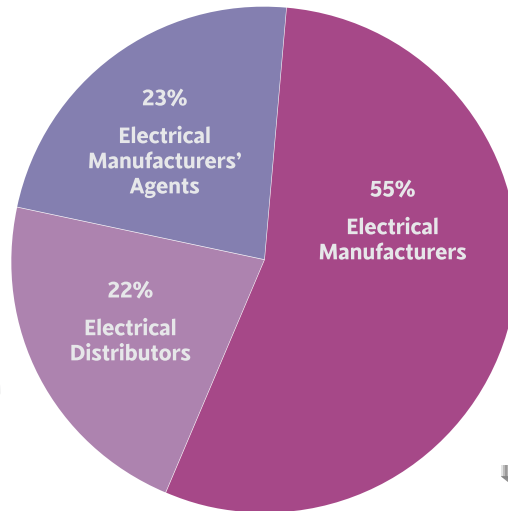
- + Digital Weekly Newsletter (+4,000 recipients and posted to website)
- + Targeted Email Blasts



## Who are our members?

EFC represents over 260 member companies that manufacture, distribute, market and sell a wide range of electrical products.

Visit [electrofed.com/members](http://electrofed.com/members) for more information.



Questions? Contact Tom Mason EFC's VP, Membership & Channel Development at: [tmason@electrofed.com](mailto:tmason@electrofed.com) or 647-274-0884

For full details on EFC's Advertising Media Kit, visit: [electrofed.com/media-kit](http://electrofed.com/media-kit)

# Rate Card

**EFC Newsletter**

**Leaderboard 600 x 90**

**Newsletter Content**

**Bottom Ad 334 x 274**

**Bottom Ad 334 x 274**

**Anchor Banner 600 x 90**

## ADVERTISING/SPONSORSHIP OPPORTUNITIES

Sponsorship Opportunity	Image Dimensions	File Format / Max Size	Per Month / Week / Email	Annual Rate
Leaderboard	600 x 90 px	JPEG, GIF	\$1,500/month \$500/week	N/A
Bottom Ad	334 x 274 px	JPEG, GIF	\$300/week	N/A
Anchor Banner	600 x 90 px	JPEG, GIF	N/A	\$3,000/year
Targeted Email Blast	600 x 90 px	JPEG, GIF	\$500/email blast	N/A

Newsletter sent out every Friday morning, 50 weeks per year. Please send ads in English and French\*. Translator available at [lisa@rossion.com](mailto:lisa@rossion.com) (must give 24 hours notice).

## NEWSLETTER AD SPECS

- Leaderboard Banner**  
Image size 600 pixels wide X 90 pixels deep, static ad, JPEG or GIF, max file size 100k. All ads require URL.
- Bottom Ad**  
Image size 334 pixels wide X 274 pixels deep, static ad, JPEG or GIFF, max file size 100k. All ads require URL.
- Anchor Banner**  
Image size 600 pixels wide X 90 pixels deep, static ad, JPEG or GIFF, max file size 100k. All ads require URL.

\*Preference is for ads to be provided in English and French. If ad is not provided in French, it will only appear in English version of newsletter.