

Information for Advertisers

LEADERBOARD (728 x 90)

canadian apparel federation
fédération canadienne du vêtement

Bulletin

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September 1, 2010

In this issue

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BANNER (468 x 60)

To ensure delivery add canadian_apparel_federation@mail.vresp.com to your safe senders list

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CAF Bulletin

The Canadian Apparel Federation (CAF) Bulletin is an opt-in email newsletter covering a broad range of industry news, events, programs and services. It reaches over 8000 subscribers, including members of the Canadian Apparel Federation, prospective members, government officials, and other industry observers. It allows subscribers to keep up to date on news and events that affect their businesses, and is presented in a simple-straightforward layout. It draws upon the contributions from the National Apparel Bureau and other industry advisors to provide a unique summary of industry relevant information on a weekly basis.

Why should you advertise?

The CAF Bulletin is a permission-based newsletter. No one receives your advertising message unless they have subscribed to the newsletter. We adhere to very strict anti-spam regulations, and continually verify that our subscribers receive and read the newsletter. The CAF has been broadcasting e-mails newsletters for nearly 10 years and we have the expertise to ensure that your message is getting through to our subscribers. We monitor delivery and track click-thrus from URLs included in the newsletter, including all images and advertisements.

We work closely with advertisers to ensure that ads are formatted to generate the greatest impact. We also offer a range of advertising options that provide a cost-effective and flexible alternative to print advertising. We are able to incorporate logos into sponsored advertorial messages, traditional banner and leaderboard ads and links to external web pages and content. Advertisers also benefit from aligning their message with that of the Canadian Apparel Federation – the national industry association which works to support the industry as a whole.

Who we are

The Canadian Apparel Federation is the national industry association for the apparel industry in Canada. We have a diverse membership made up of designers, manufacturers, importers, vertical fashion retailers and industry suppliers. CAF works to promote the interests of the industry in areas such as regulatory issues, export promotion (under the Wear Canada banner) and by providing valuable products and services to the industry.

Contacts

For further information contact Bob Kirke: T: 613-231-3220, ext. 224, E: bkirke@apparel.ca, or Flora Kodl T: 613-231-3220, ext. 223, E: flora@apparel.ca.

Rates and Specifications

Advertising options

LEADERBOARD AD

- Size: 728 x 90 pixels (.gif or .jpg, 120k maximum)*
- Includes a link to any page on your Web site

JUNIOR SKYSCRAPER AD

- Size: 120 x 300 pixels (.gif or .jpg, 60k maximum)*
- Includes a link to any page on your Web site

LOGO-TEXT SPONSORSHIP

- **Logo:** 120 x 110 pixels (.gif or .jpg, 40k maximum)*
- **Copy:** 300 characters maximum, excluding spaces, includes a link to any page on your Web site.

BANNER AD

- Size: 468 x 60 pixels (.gif or .jpg, 60k maximum)*
- Includes a link to any page on your Web site

Guidelines

- You may run your ad in consecutive issues or spread the campaign over several months within the calendar year.
- * As a best practice for MS Outlook 2007, please include descriptive information in your first image frame.

Contacts

For further information contact Bob Kirke: T: 613-231-3220, ext. 224, E: bkirke@apparel.ca, or Flora Kodl T: 613-231-3220, ext. 223, E: flora@apparel.ca.

Advertising options	CAF members receive a 20% discount on all		
Banners and Sponsorships	1 issue	2-5 issues	6-10 issues
Leaderboard ad	\$800	\$750	\$700
Junior Skyscraper ad	\$700	\$650	\$600
Logo/text Sponsorship	\$500	\$500	\$450
Banner ad	\$650	\$600	\$550
Other Opportunities	1 issue	2-5 issues	6-10 issues
Sponsorship of Information Backgrounders	TBC	TBC	TBC
Seminar/webinar Sponsorships	TBC	TBC	TBC