

Advertising Rates and Specifications

LEADERBOARD 564 x 85 px



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BANNER 468 x 60 px

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BOX
240 x 200 px

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LOGO/TEXT
120 x 110
pixels

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CAF Bulletin – circulation information

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 6000 subscribers, including members of the Canadian Apparel Federation, prospective members, government officials, and other industry observers.

Why you should 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. We have been broadcasting e-mails newsletters for nearly 15 years and we have the expertise to ensure that your message is getting through to our subscribers. We work closely with advertisers to ensure that ads are formatted to generate the greatest impact. We monitor delivery and track click-thrus from hyperlinks included in the newsletter.

ADVERTISING OPTIONS

LEADERBOARD 564 x 85 pixels, GIF or JPG	1 issue \$800 2-5 issues \$700
BANNER 468 x 60 pixels, GIF or JPG Includes a link to any page on your Web site	1 issue \$600 2-5 issues \$550
BOX 240 x 200 pixels, GIF or JPG	1 issue \$600 2-5 issues \$550
LOGO/TEXT 120 x 110 pixels, GIF or JPG 300 characters maximum, excluding spaces	1 issue \$400 2-5 issues \$350

N.B. All rates are per insertion. Additional discounts may apply where there is a larger advertising commitment, or in situations where an advertiser wishes to partner with CAF to deliver information (webinars/seminars etc.) or services to the industry. CAF members receive a discount on all advertisements. For further information or to discuss options, use the contact information below.

Contacts

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