

# 2021 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 GIF, max file size 100k. All ads require URL.

### Anchor Banner

Image size 600 pixels wide X 90 pixels deep, static ad, JPEG or GIF, 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.



## 2021 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 220+ companies that manufacture, distribute, and service electrical products in Canada.

Electro-Federation Canada offers several advertising opportunities:

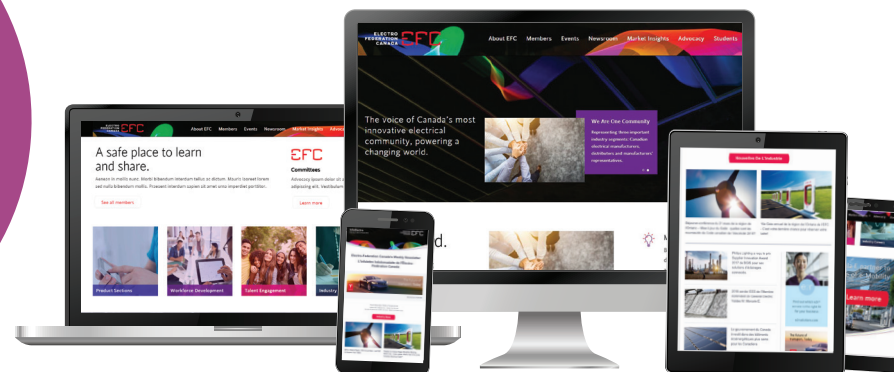
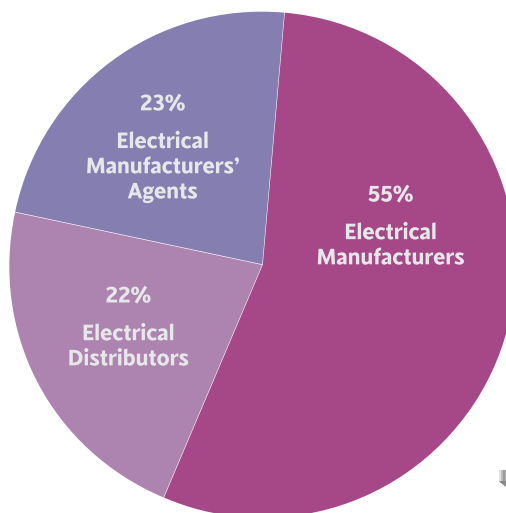
- + Digital Weekly Newsletter (3,000 recipients and posted to website)
- + Targeted Email Blasts



### Who are our members?

EFC represents over 220 member companies that manufacture, distribute, market and sell a wide range of electrical products.

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



Questions? Contact John Jefkins, EFC's VP, Member Engagement & Corporate Partnerships at:  
[jjefkins@electrofed.com](mailto:jjefkins@electrofed.com) or 647-459-2376

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