Media Kit
Web and Email Advertising

Connecting you with the environmental audience in Canada through targeted digital advertising
Training and certifying environmental professionals for 25 years.

ECO Canada was founded in 1992 as a way to help nurture Canada’s burgeoning environmental sector.

ECO offers training, research, academic accreditation and career services. We provide Canada’s leading environmental certification for Environmental Professionals (EP®) and employer wage subsidies through internship and co-op student programs.
Advertising Opportunities

ECO Canada is a national organization with over 70,000 monthly website visitors and 50,000 email subscribers.

Through ECO’s digital platforms, environmental professionals gain access to resources and tools for career growth.

Advertise with us to expand your business visibility and connect with a rapidly growing industry in Canada. Showcase your products and services through customized emails, website placements, & newsletters.
Audience Information

143,000 Avg Monthly Unique Page Views
857,000 Annual Unique Visitors
1,717,000 Annual Unique Page Views
ECO Canada offers banner ad placements in three formats with three ways to generate visibility:

- **Leaderboard**
  - W 1138 px by H 214 px

- **Box**
  - W 342 px by H 512 px

- **Wide Skyscraper**
  - W 461 px by 750 px
Advertising on www.eco.ca

PLACEMENT OPTIONS

A) Homepage Only - Leaderboard
Format - JPEG, GIF
Maximum File Size
$500 Per Month
Estimated Reach 8,000 - 10,000 Impressions

B) Run of Site - Leaderboard, Skyscraper, Box
Format - JPEG, GIF
Maximum File Size
$1500 Per Month
Estimated Reach 140k to 150K Impressions

C) Run of Job Board - Skyscraper
Format - JPEG, GIF
Maximum File Size
$750 Per Month
Estimated Reach 40K to 50K Impressions

Each option is available for 1-month durations and includes a Monthly Report summarizing the total number of impressions and clicks.
Our eNewsletter provides you with high visibility and engagement advertising targeted to subscribers between the ages of 25 and 55.

**Schedule:** Every third week of the month. Subject to change.

**Average Open Rate:** 25%

**Average Click Thru Rate:** 10%

Ad placements available in two formats:

- **Leaderboard Display**
  728 x 90 hyperlinked image file
  $1,000 per placement

- **Email Announcement**
  35 words or less, 1 URL, 1 image
  $1,500 per placement

Materials are due one week prior to the distribution date.
TERMS
Net 30 days. In the event of nonpayment, publisher reserves the right to hold the advertiser and/or its agency liable for monies owed.

SHORT-RATES AND REBATES
Advertisers who do not place within 12 months the number of insertions upon which their frequency rate is based will be rebilled the difference based upon the appropriate earned rate. Rebates will be applied if advertisers earn a better frequency rate by placing more insertions than originally contracted for.

CANCELLATIONS
No charge for cancellations made before the published ad closing date. Cancellations within 5 business days after ad closing date will be charged at 25% of the space rate. Cancellations more than 5 business days after ad closing date will be charged 50% of space rate. No cancellations can be made beyond 10 business days after ad closing date. If new materials or instructions are not provided by the published Materials Due date, ECO Canada reserves the right to publish the advertiser's most recent ad for which we have materials.

PAYMENT
To make an advertising payment, please visit your login on eco.ca

LIABILITY
Advertiser and agency agree to indemnify, defend, and save harmless the publisher from any liability for content of advertisements printed pursuant to the advertiser's or agency's order. The publisher reserves the right to reject, discontinue, or omit any advertising.
Get started by submitting your ad request online to: eco.ca/advertising-request