

ECO CANADA (ENVIRONMENTAL CAREERS ORGANIZATION)

MEDIA KIT

Digital Reach and Advertising





ECO Canada is the steward for the Canadian environmental workforce across all industries

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

From job creation and wage funding, to training and labour market research - we champion the end-to-end career of an environmental professional.

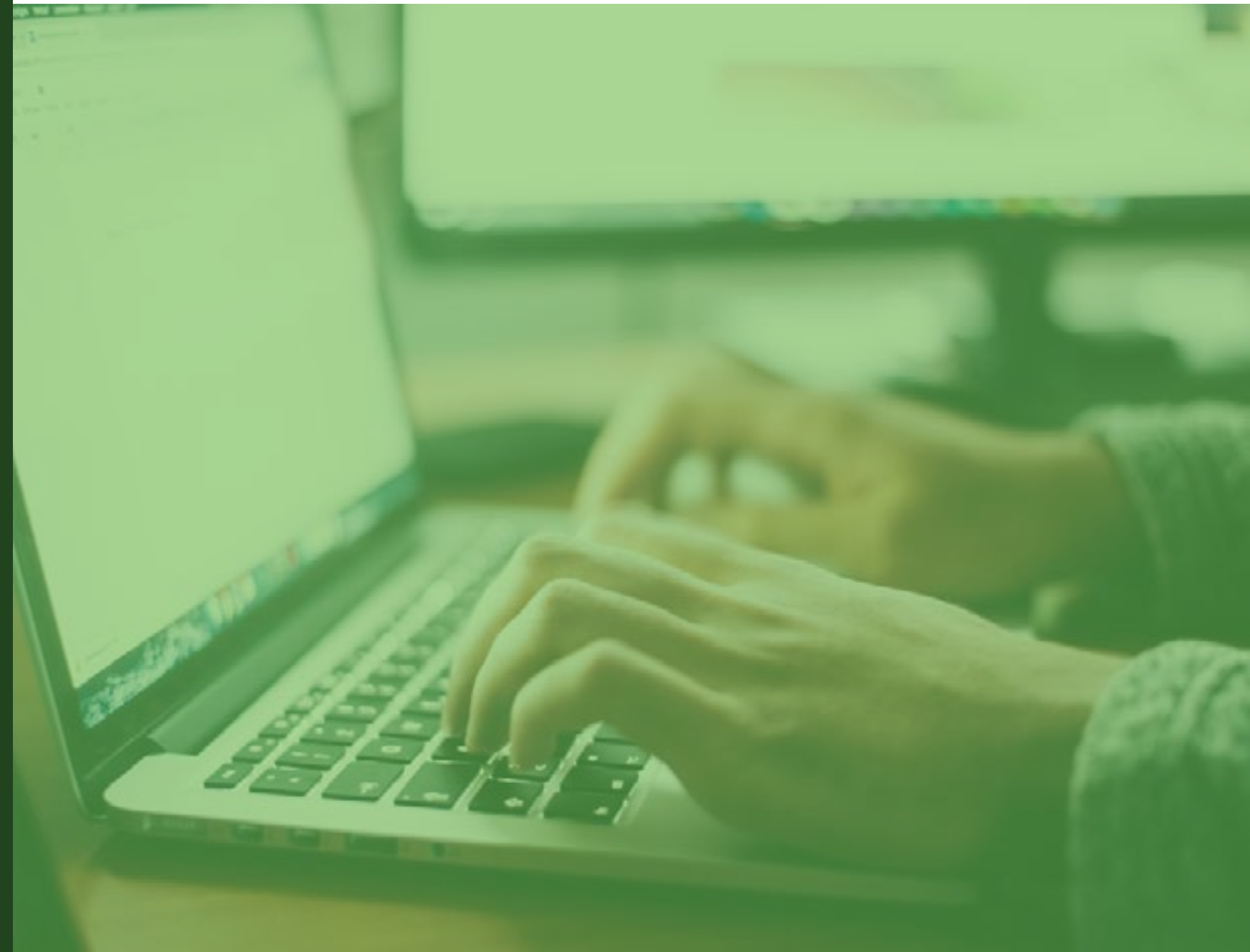
We work alongside both government and policy makers, as well as industry and academia, to ensure we support Canada as a global leader in environmental innovation and jobs.



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

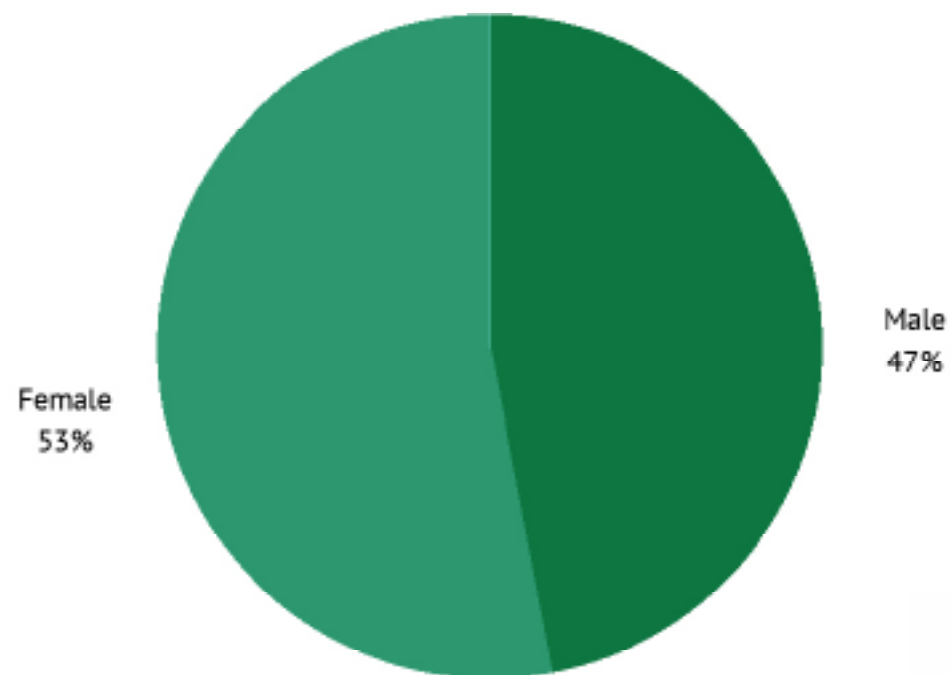
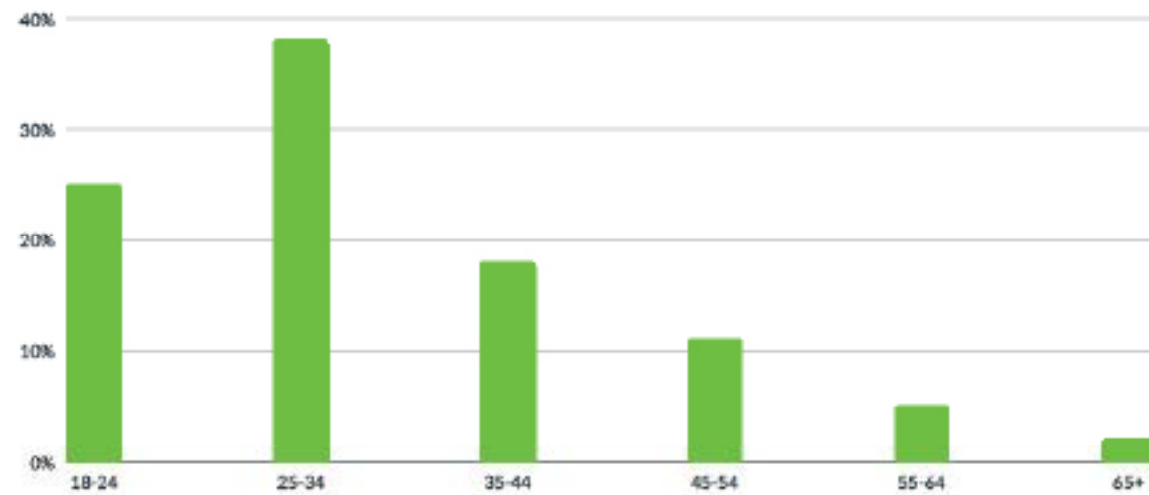
Advertise with us to expand your business visibility and connect with a rapidly growing sector in Canada.

Showcase your products and services through targeted website placements, newsletters, social media reach, & spotlight articles.



Audience Information

ECO Canada receives an average of 305,000 monthly page views, 979,000 annual website visits, and 3,656,000 annual page views.



Audience Reach

100,000+ email subscribers

80,000+ monthly website visitors

55,000+ social media followers

WEBSITE



NEWSLETTER



Advertising on eco.ca

Advertising Format

Cost

Website

Run of Site (3 pages) \$2000

Run of Job Board (new job board with AI matching) \$1000

Leaderboard \$750

Additional Page Placement \$350

Newsletter

Leaderboard \$1000

Featured Announcement 45 words or less + image/logo \$2500

NEW: Homepage Navigation Feature (audience first navigation) \$2000

Creative Development

Leaderboard, box or skyscraper ad \$350

Featured Article 500-1000 words + editorial call (blog and social share) \$3500

Digital Campaign Development & Mgmt Platform price varies Custom

Landing page with lead form list \$3500

Social organic 40 wds or less + graphic \$1000+ pkgs avail.



Terms and Conditions

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.



Connect with us at media@eco.ca
to get started and request a quote

