



# ADVERTISING AND SPONSORSHIP RATE CARD

## ABOUT THE CAC

The Coal Association of Canada (CAC) is the primary, trusted source of information about the coal industry in Canada. Through our Advertising Program CAC members can connect with key decision makers and key audiences in the industry through a variety of advertising and sponsorship options.

## ADVERTISING OPTIONS & RATES

### Member Newsletter

CAC News is a quarterly newsletter featuring articles on Association activities, key issues and topics in the coal industry, government legislation and policy, and member news. The newsletter is distributed to hundreds of Association members by e-mail.

Member Newsletter – Advertising Rates			
	Annual	Half-Year	Quarterly
Horizontal Ad	\$2,000	\$1,500	\$ 750
Box Ad	\$1,500	\$1,000	\$ 500
Company Profile	\$2,000	Per issue	

### CAC Web Site

Each month, the CAC web site receives over 2000 visitors who are looking for coal information. As the primary source for coal information online the CAC can help you to reach your audience.

CAC Web Site – Advertising Rates			
	Annual	Half-Year	Quarterly
Horizontal Ad	\$5,000	\$3,000	\$2,000
Box Ad	\$4,000	\$2,500	\$1,500

### Why advertise with us?

- Reach your target audience - the broad spectrum of companies connected to Canada's coal industry
- Key decision makers in the coal industry read our publications
- A variety of advertising options exist for all budgets

### Job Board

The CAC Job Board is an online resource connecting job seekers with employers. Many visitors to the CAC web site are looking for career and job information. Promote your company and your career opportunities through the CAC Job Board!

Job Board – Advertising Rates			
	Annual	Half-Year	Quarterly
Horizontal Ad	\$4,000	\$3,000	\$2,000
Box Ad	\$3,000	\$2,500	\$1,500
Job Postings	FREE		

### Media Clips

The CAC Media Clips are a weekly media monitoring clippings service that includes media stories about the coal industry at home and around the world. Media Clips are distributed weekly to hundreds of industry people who use this unique service to stay informed.

Media Clips – Advertising Rates	
	Annual (2 Limit)
Logo Ad	\$10,000 (annual) \$ 5,000 (co-sponsor)

## ADVERTISING OPTIONS & RATES

### Products and Services Directory

The CAC Products and Services Directory is a valuable resource for those doing business with the coal industry. This is a free online resource which helps businesses make connections.

<b>Products and Services Directory Advertising Rates</b>			
	<b>Annual</b>	<b>Half-Year</b>	<b>Quarterly</b>
Horizontal Ad	\$3,000	\$2,000	\$1,000
Box Ad	\$2,000	\$1,500	\$ 800
<b>Products and Services Directory – Company Listings Advertising Rates</b>			
Logo	\$200		
Premium Listing	\$500		

## SPONSORSHIP OPPORTUNITIES

### Social and Networking Events

Throughout the year, the CAC provides social and networking opportunities its members. Showcase your business at an upcoming CAC event.

<b>Social and Networking Events Sponsorship</b>	
Per Event	\$2,000 – \$4,000

### Webinar Series

Throughout the year the CAC will host a webinar series on a variety of coal industry topics. The webinar series provides a unique opportunity to learn from leaders in the coal industry and apply this knowledge in your own business practices.

<b>Webinar Series Sponsorship</b>	
Per Webinar	\$1,000 – \$3,000

## FOR MORE INFORMATION

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