

CPEIA Rate Card Corporate Advertising Program

**The Canadian Printable Electronics Industry Association (CPEIA)
is your point of entry into this exciting new technology area.**

May 2015



**The united voice of Canada's
Printable Electronics sector**



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The Canadian Printable Electronics Industry Association (CPEIA), is not-for-profit organization and our advertising fees go directly to supporting the association and it's activities.

Why Advertise with the CPEIA?

120+ public and private sector organizations in Canada are already engaged with printable electronics, to bring new products and applications to market.

The Canadian Printable Electronics Industry Association is staking its claim as the voice and catalyst for the nation's emerging Printable and Organic Electronics (PE) sector.

The CPEIA monthly newsletter goes to several hundred contacts who want to learn more about the key players in the industry, as well as products, services and applications for PE technology. Our newsletter enjoys click-through rates far higher than the industry norm, averaging over 50 per cent per issue.

Our audience includes SMEs involved in PE, large multinationals with operations in Canada, public research organizations, universities, service providers, funding organizations and government. These are decision makers and influencers working to shape the future of this sector and Canada's place on the global stage.

We also maintain a current mailing list of more than 130 media contacts at trade and industry publications across North America and abroad who are interested in Canadian PE activity and our industry's key players.

This is an engaged, high-value and specialized audience before which to position your organization, and its services, products and thought leadership.

And the CPEIA is here to help.

Our team has diverse and extensive experience in global technology marketing. We have developed a suite of marketing services and a rate card, to help you communicate your company's products and services to the PE industry in Canada and globally.

In addition to banner and display advertising options, you can take advantage of end-to-end content development services, including writing and graphic design, to develop white papers, camera-ready advertising, brochures, and corporate and product announcements.

If you like the look and feel of the CPEIA brand and our communications activities, you will like the marketing services we deliver to you.

For more information or to book a campaign, please contact Sandra Bornn at salandra@cpeia-acei.ca. If you don't see a service you require, please let us know.

All revenue from these activities will be reinvested to support and grow our industry.

Compared to similar offerings from other associations or publications, our ad placements are larger and more economical, allowing you to make a bigger first impression without breaking the bank.

As a special introductory promotion, first-time advertisers can run their campaigns for twice as long as our standard run time for the same price. This offer is limited to the first 10 organizations.



Terms and Conditions

A 3 month minimum commitment is required on most á la carte items.

Package discounts are also available see [Discounts](#), but discounts do not apply to design services.

All prices are in Canadian dollars and subject to HST sales tax at 13% in addition to prices quoted.

Prices are subject to change so be sure to obtain the most current rate card from our [website](#).

All materials produced by CPEIA and/or placed by CPEIA are subject to the final approval of the CPEIA Executive Director. CPEIA reserves the right to reject advertisements for any reason at any time. The CPEIA is not liable for any alleged loss or damages if an advertisement is omitted for any reason.

All placements must be paid in full prior to production or placement.

No refunds.

Design services are optional and one-time per item ordered.

Publication of an advertisement does not constitute endorsement or approval by the CPEIA of any product or services advertised, any point of view, standard, or opinion presented therein.

The CPEIA is not responsible for any claims made in an advertisement appearing in its publications, and/or website.

Note that we do not discount or pay commission to advertising agencies.

The CPEIA reserves the right to position ads at its discretion, although advertiser's preference will be met whenever possible.

The placement of an advertising order constitutes an acceptance of all the rates and conditions under which advertising is sold at that time.

Your date of placement commences on the first day your ad/content appears on a CPEIA property. Renewal options will be sent via email 2 week prior to advertising placement deadline.



À la Carte

	Placement	Design*	Commitment
Banner Position A Rotating banner ad on CPEIA's main page	\$ 695/month	\$ 500	3 months
Banner Position B Sidebar banner ad on CPEIA's public, member portal websites.	\$ 495/month	\$ 250	3 months
Banner Position C Banner ad in CPEIA newsletter.	\$ 495/month	\$ 250	3 months
Monthly newsletter positioning Product feature includes one-time writing services.	\$ 745/month		3 months
Product or service tweeted out to CPEIA's followers 2x per month. FREE WITH monthly newsletter positioning.	\$ 245/month		3 months
Website Success Story written for use on your website and CPEIA. Includes one-time writing services.	\$ 1495		3 months
Your Webinar Promotion to our newsletter mailing list. Co-branded promotion is also available, subject to CPEIA review and approval (for additional cost to be determined on a case-by-case basis)	\$ 745		
Custom Email Success Story Must be ordered with the success story, includes one-time writing, design and release.	\$ 1495		
Press release to showcase success story Writing, placement & CPEIA media list of 120 worldwide PE industry contacts.	\$ 1745		
Promotional video - up to 2 minutes, placed and hosted on CPEIA website with sidebar promotion.	\$ 745/month		3 months
White paper development sponsorship Minimum 3 companies must participate. Promoted on the CPEIA website as well as externally.	\$ 2495		

* optional services



Technical Specifications

	Requirement	Sample	File Format
<p>Banner Position A Rotating banner ad on CPEIA's main page Full size responsive banner</p>	1080 x 150 pixels + destination URL	See Sample	PNG, GIF or JPEG
<p>Banner Position B Sidebar banner ad on CPEIA's public, member portal websites.</p>	300 x 250 pixels + destination URL	See Sample	PNG, GIF or JPEG
<p>Banner Position C Banner ad in CPEIA newsletter.</p>	250 x 250 pixels + destination URL	See Sample	PNG, GIF or JPEG
<p>Monthly newsletter positioning Product feature includes one-time writing services. Based on your companies product or announcement CPEIA will create content for release in our monthly newsletter.</p>	150 words + destination URL	See Sample	DOC
<p>Product or service tweeted out to CPEIA's followers 2x per month. Based on your companies product or announcement CPEIA will help you draft content to be Tweeted to CPEIA followers.</p>	140 characters including destination URL		DOC
<p>Website Success Story written for use on your website and CPEIA. Includes one-time writing services. Based on interview or provided draft CPEIA staff will create a custom success story about your product or company. Final content creation and editing by CPEIA staff.</p>	750 words, your logo and assets as required		DOC, EPS, JPG
<p>Custom Email Success Story Includes one-time writing, design and release. Based on the success story a custom email will be crafted to showcase your product or company by CPEIA staff.</p>	350 words, your logo + destination URL		DOC, EPS, JPG
<p>Press release to showcase success story Writing, placement & CPEIA media list of 120 worldwide PE industry contacts. Based on the success story a custom press release will be crafted and released on the newswires on your behalf. Final writing and editing by CPEIA staff</p>	500 words		DOC, EPS, JPG



Promotional video - up to 2 minutes, placed and hosted on CPEIA website with sidebar promotion.	2 minute video	MPEG, YouTube, Vimeo
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White paper development sponsorship Minimum 3 companies must participate. Promoted on the CPEIA website as well as externally. Your company can help sponsor the development, research and writing of a CPEIA industry white paper, that can help generate more buzz about Organic and Printable Electronics in Canada and worldwide	Logo + profile	EPS
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Discounts

Order Website Success Story + Custom Email Success Story and save 50% off either item.

Order Website Success Story or Custom Email Success Story + Press Release and save 50% off the Website Success Story.

All orders over \$5000 (before taxes) will receive a 10% discount in addition to other discounts.

First time purchases receive a 20% discount until December 31 2015

Multiple orders on the same order/invoice will receive a 10% discount.



Advertising Contact

For all advertising inquiries and submissions, please contact:

Sandra Bornn

Webmaster & Brand Manager

Canadian Printable Electronics Industry Association

salandra@cpeia-acei.ca

Tel: 613.715.3466 | Skype: salandra104

