

INNOVATION WEEKLY

REACH

150

PROFESSIONALS IN CANADA'S NATIONAL TECHNOLOGY BENCHMARKS  
IN THE APPLIED SCIENCE AND ENGINEERING TECHNOLOGY

EACH WEEK

MEDIA KIT



# MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

## ADVERTISING OPTIONS

### A LEADERBOARD

This premier position provides your company with top exposure and quality traffic.

### B LOWER LEADERBOARD

The lower leaderboard gives your company a prominent position right under the association's masthead.

### C/1 TOP/BOTTOM SKYSCRAPER

A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

### D/1 TOP/BOTTOM BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

### E PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 50-word description and link to your site.

### F FEATURED COMPANY AD

Integrated into the feel of the brief, a featured company ad targets your buying audience with an image and 25-word description.

### G TRADITIONAL TEXT AD

Leverage the power of words with a 15-word text ad to drive traffic to your website.

The image shows a screenshot of the CCI Innovation Weekly website. Various advertising placements are highlighted with lettered boxes:

- A:** A large banner at the top for 'Infor CAM for Facilities'.
- B:** A smaller banner below the masthead for 'RTA'.
- C:** A large article header for '10 most significant technology predictions for 2013'.
- C1:** A vertical sidebar on the left with a 'LEADERSHIP' section.
- D:** A horizontal banner below the article header for 'BOMBARDIER'.
- E:** A 'Product Showcase' section featuring three items: 'No-Laseration', 'No-Laseration', and 'No-Laseration'.
- F:** A 'Featured Companies' section with logos for 'eagle' and 'TD'.
- G:** A traditional text ad at the bottom for 'I Need EM'.

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief.

SEE PRICING NEXT >>>

# AD RATES & SPECS

Prices are for participation in 13 emails to the 150 professionals in Canada's national technology benchmarks in the applied science and engineering technology (one 90 day cycle)



Leaderboard  
**\$1750**

Image Dimensions  
**728x90**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Lower Leaderboard  
**\$1500**

Image Dimensions  
**580x70**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Top/Bottom Banner  
**\$1300/\$1150**

Image Dimensions  
**468x60**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Top/Bottom Skyscraper  
**\$1300/\$1150**

Image Dimensions  
**120x600**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Product Showcase  
**\$1200**

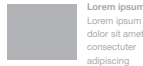
Lorem ipsum dolor  
 Lorem ipsum dolor  
 sit amet, consectetur  
 adipiscing elit, sed  
 do eiusmod tempor  
 incididunt ut labore et  
 dolore magna aliqua.  
 Ut enim ad minimum  
 veniam, quis nostrud  
 exercitation ullamco  
 laboris nisi. [More](#)

Text **five word headline, fifty word description**  
Image Dimensions **175x125** File Format **JPEG, GIF**

## CONTACT US

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Featured Company Ad  
**\$800**

Text **five word headline, twenty-five word description**  
Image Dimensions **125x100** File Format **JPEG, GIF**



Traditional Text Ad  
**\$600**

Text **five word headline, fifteen word description**  
Image Dimensions **120x50** File Format **JPEG, GIF**

INNOVATION WEEKLY, POWERED BY  
MULTIBRIEFS, PROVIDES WEEKLY NEWS  
AND INFORMATION TO PROFESSIONALS IN  
CANADIAN STANDARDS, NATIONAL AND  
INTERNATIONAL MOBILITY, AND NATIONAL  
ACCREDITATION OF TECHNOLOGY PROGRAMS

Innovation Weekly tackles today's most relevant issues, gathered from sources like **The Associated Press, The New York Times, Financial Times** and the leading industry publications and is delivered to the inboxes of professionals in Canada's national technology benchmarks in the applied science and engineering technology

INNOVATION WEEKLY  
IS A PROFESSIONAL RESOURCE FOR



# TOP TEN REASONS TO ADVERTISE IN INNOVATION WEEKLY:



## CREDIBLE SOURCE

For 40 years, our members have turned to the association as the informational authority of the industry. Advertising in Innovation Weekly solidifies your place among weekly information provided to CCTT members.



## TARGETED DISTRIBUTION

Advertising in Innovation Weekly allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



## OPT-IN SUBSCRIBER LIST

Subscribers to Innovation Weekly have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



## RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



## FREQUENCY

Frequency builds awareness. As a weekly publication, Innovation Weekly ensures your ad will be seen weekly by our 150 subscribers.



## AFFORDABLE

Advertising in Innovation Weekly is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?



## YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of Innovation Weekly has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



## IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



## EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in Innovation Weekly.



## TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response to your campaign, immediately quantifying your ROI.