

10 BENEFITS OF A BANNER ON **CSGA.CA**



csga.ca is the official website of the Canadian sporting goods industry.



csga.ca csga.ca is used daily by retailers, suppliers, consumers, sports associations, government, educational institutions, and business service providers.



csga.ca banners are linked to advertisers URL of choice.



csga.ca banners stand out with auto page rotator and each button shows on full screen.



csga.ca advertising is very affordable (CSGA members receive 20% discount), above average industry CPM, delivers excellent ROI, tracks campaign, with multiple rates available.



csga.ca is the most frequently found search for Canadian sporting good industry.



csga.ca banner design can be customized to your specific design.



csga.ca banners are seen daily by thousands of qualified visitors. (B2B, B2C)



csga.ca banners benefit from additional impressions linked from CSGA Weekly.



csga.ca banners benefit from above industry unique visits, below industry bounce %, and high page duration time.



RATES AND SPECIFICATIONS

Letterbox 250 x 150	Letterbox Ad <ul style="list-style-type: none"> • Size 250 x 150 pixels • Includes link to any page on your web site
Square 250 x 250	Square Ad <ul style="list-style-type: none"> • Size 250 x 250 pixels • Includes link to any page on your web site
Letter Proportions 250 x 325	Letter Proportions <ul style="list-style-type: none"> • Size 250 x 325 pixels • Includes link to any page on your web site
Junior Skyscraper 250 x 500	Junior Skyscraper <ul style="list-style-type: none"> • Size 250 x 500 pixels • Includes link to any page on your web site

Ads shown are not actual size

MEMBER OF



Canadian Sporting Goods Association

CSGA Member Logo

CSGA members in good standing can use the association logo on their website, business cards and brochures.

Further information at www.csga.ca/member-endorsement/

Advertising Options	Monthly	CSGA members receive a 20% discount
Letterbox Ad	\$550	
Square Ad	\$600	
Letter Proportions	\$650	
Junior Skyscraper	\$700	
CSGA Member Logo	No Charge	

Terms and conditions

The Advertisers must guarantee to the CSGA that any information supplied in connection with the Advertisement is accurate, true and not misleading and will not be prejudicial to the image or reputation of the CSGA. The CSGA retains the right to refuse or take down advertising for any reason and refund advertising fees paid. The CSGA cannot guarantee the time, dates and/or position of Advertisements and all decisions will be at the sole discretion of the CSGA. However, the CSGA will use reasonable efforts to comply with the wishes of the Advertiser.



Photo supplied by ISPO

THE HUB OF THE SPORTING GOODS INDUSTRY

Our website, newsletter and communications targets key players in the Canadian sporting goods industry, including manufacturers, retailers, distributors, service industries and sports associations. There is no better way to reach this market.

FILE REQUIREMENTS & GUIDELINES

- Advertising creative must be received 3 business days before the start date, which should be specified, along with payment.
- Advertisements will be placed for increments of one month. If the advertisement needs to be stopped before the end date, 3 business days notice is required and the outstanding amount will not be refunded.
- All expenses related to serving rich media are the responsibility of the advertiser.
- Advertisers can submit up to 3 different creative executions, which will be served equally and randomly.
- Submit single .png images with text and graphics combined. The entire advertisement will be linked to a single address, which you should specify.

Multiple monthly rates available on request.

For more information contact us at advertise@csga.ca