

# MEDIA KIT

2025-2026 SEASON





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**POSITION YOUR COMPANY  
AMONG THE MOST INFLUENTIAL  
BUSINESS LEADERS,  
ENTREPRENEURS, AND  
DECISION-MAKERS IN  
THE GREATER MONTRÉAL  
REGION.**



# **THE CHAMBER, THE MEDIA OF CHOICE FOR REACHING INFLUENTIAL BUSINESSPEOPLE AND ENTREPRENEURS.**

# MISSION

The Chamber of Commerce of Metropolitan Montreal acts as the voice of Montréal's business community and works to promote the prosperity of the city and its businesses.



**50%**  
SENIOR MANAGEMENT



**8 000**  
MEMBERS



**58 000**  
BUSINESS CONTACTS

# 1. WEB ADVERTISING



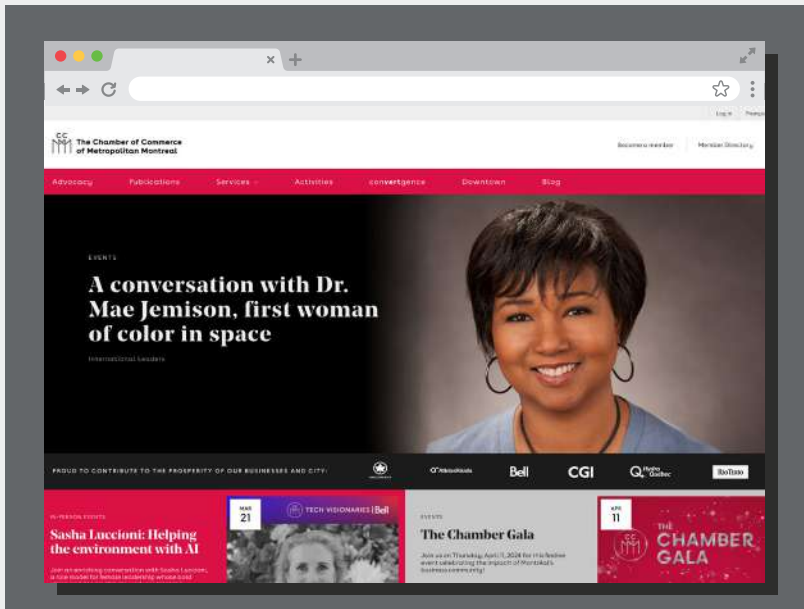
VISIONNAIRES TECHNO Bell

MAÎTRISER LE POTENTIEL DU MÉTAVERS



BERTRAND NEPVEU  
Associé cofondateur  
Triptyq Capital

# 1.1 CHAMBER WEBSITE



VISITORS/YEAR

**888 500\***

PAGE VIEWS/YEAR

**2 221 000\***

*\*Statistics for users browsing on a desktop computer*



Average time spent  
on the site more than to

**2 MIN**

**46%**

of visitors are  
between 25 and  
44 years of age

**65%**

of visitors are  
from Greater  
Montréal



**51%**



**49%**

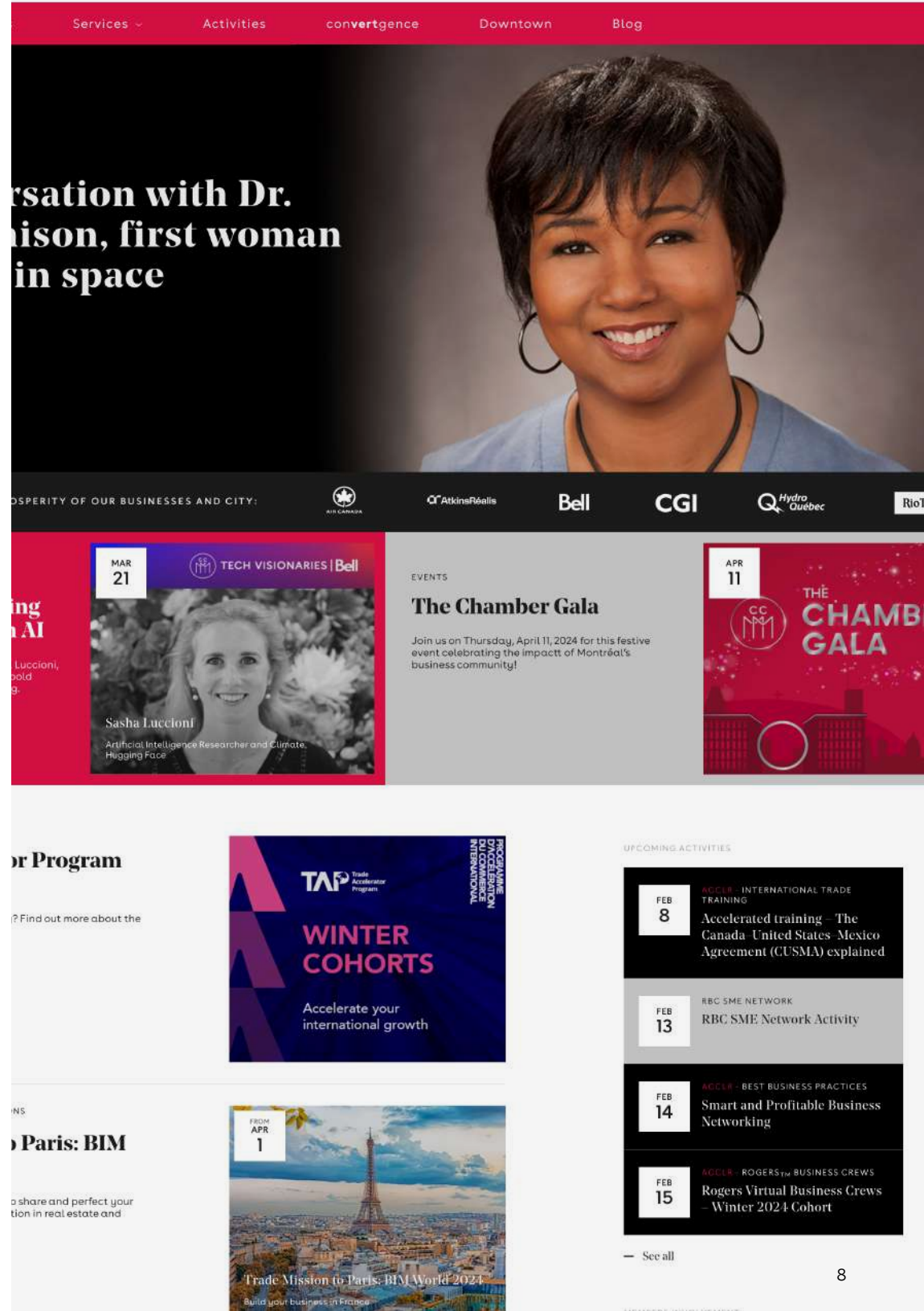
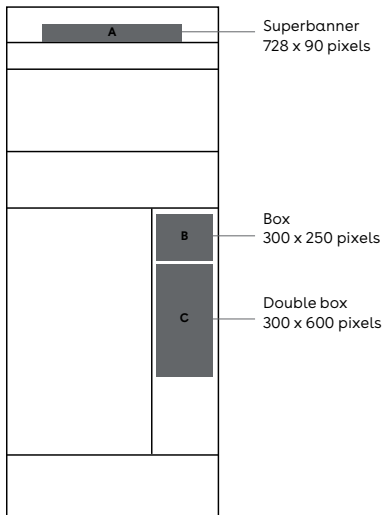
Ads are delivered on the desktop version only (85% of sessions).  
Mettre le texte en blanc

# CCMM.CA/EN/

The Chamber's website has various sections covering the city's major business issues. It also promotes a broad array of activities and events.

The Services section provides information on Business Services. It provides content, activities and training to help entrepreneurs accelerate the creation and growth of their business.

From  
**\$95/CPM**  
 See the rate card for more information - page 18



## EACH MAILING ALLOWS YOU TO REACH

**48 000**

mainly Francophone subscribers

**33 %**

Open rate

From

**\$2,535/ mailing**

See the rate card for more information - page 18

**89%**

FRANCOPHONES

**11%**

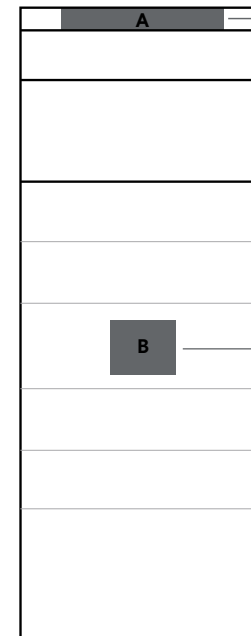
ANGLOPHONES



**62%**



**38%**



**Super banner**  
600 x 90 pixels

**on desktop**  
300 x 50 pixels

**Box**  
300 x 250 pixels





# 2. CONTENT MARKETING

## 2.1

# MARKETING DE CONTENU

Showcase your expertise through our content marketing offer. Raise your profile in the business community by publishing a blog article relating to your company.

- Article hosted on the blog, available on both Chamber sites (ccmm.ca and acclr.ca)
- A line stating “The expertise of [your company name]” appears before the content
- Author’s name visible
- Clickable logo linked to your website in the blog article
- Option to include multimedia files (images, graphics, video, audio, etc.) in the blog article
- Distribution plan included

### **All content must comply with the editorial policy for the Chamber’s blog.**

Submitted content cannot be promotional in nature; all written content must be original\*.

## SPECIFICATIONS

**Image :** 160 x 771 pixels

**Title :** 85 characters (with spaces)

**Descriptive summary:**

155 characters (with spaces)

**Text\* :** 300 to 1,000 words

(French and English)

**Your logo:** in black on a white background; .ai format

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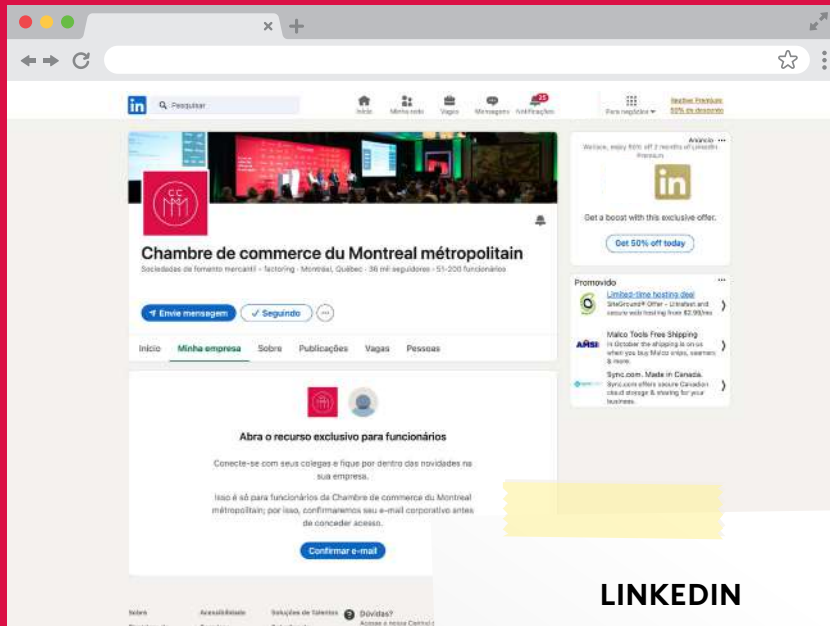
\*A template will be provided to ensure your article’s impact.

\*This content will be hosted exclusively on the Chamber website with no possibility of it appearing elsewhere due to SEO rules. However, relaying content from your site is recommended.

## 2.2

# SPONSORED CONTENT DISTRIBUTION PLAN\*

## SOCIAL MEDIA



**LINKEDIN**

**+ 45 000**  
followers

Acclr publication  
sponsored\*  
Publication report  
on CCMM accounts



**FACEBOOK**

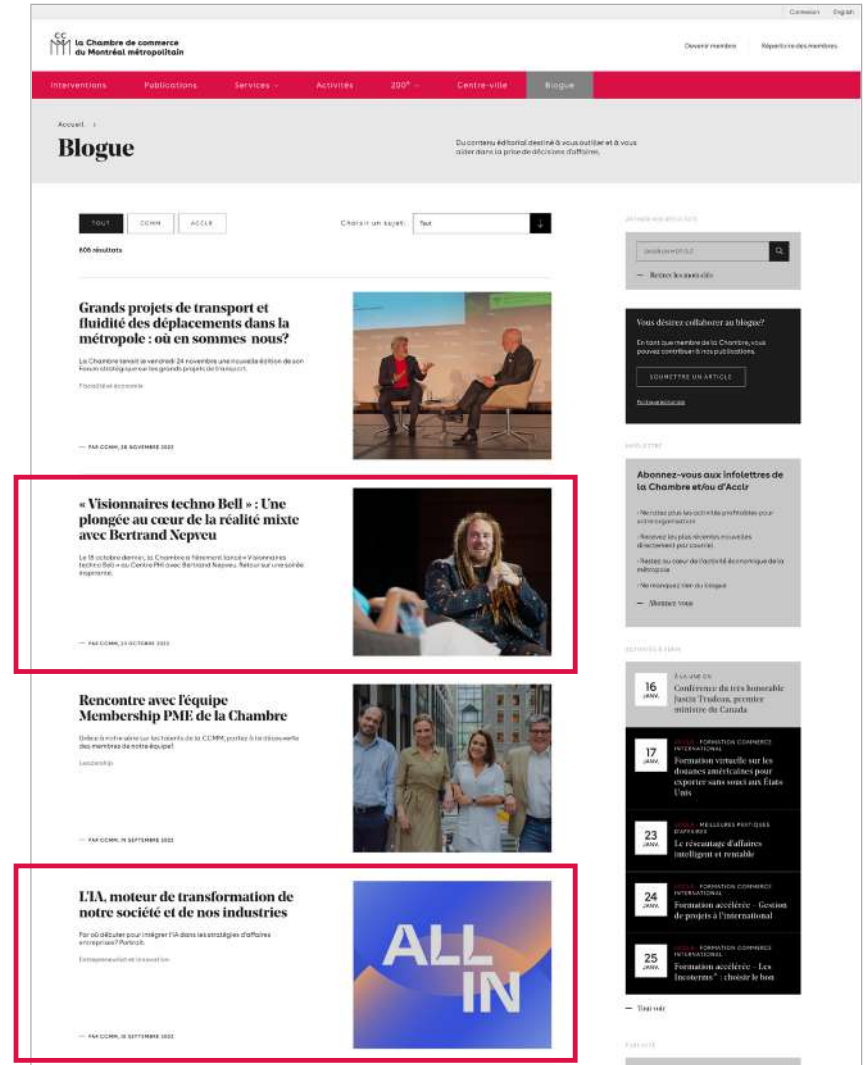
**+ 29 000**  
followers

# 2.3 YOUR BLOG POST

Publication in the  
CCMM Weekly  
**+ 48 000 subscribers**

Not in a position to write your  
own content?

Choose our turnkey service. We will  
submit an article to you for review  
before publishing it..





3.

# MEMBER PROFILE

# 3.1 MEMBER PROFILE

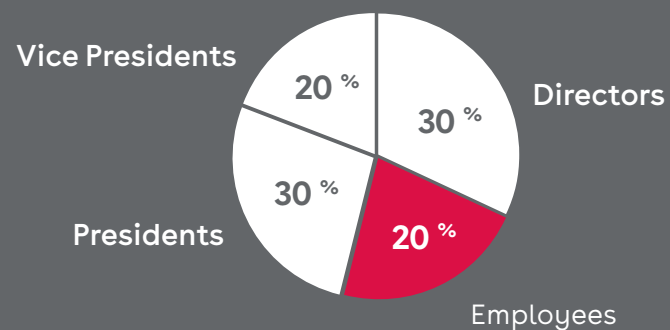
 **90%**  
Francophones

 **10%**  
Anglophones

**89%**

of members are from the  
Montreal area

**78%** OF MEMBERS ARE  
DECISION-MAKERS



**55%**

of members  
are SMEs



**45%**

members are  
large companies



A man with a beard, wearing a tan button-down shirt, is sitting at a desk in a dimly lit room. He is looking at a laptop screen, with his right hand resting on his chin in a thoughtful pose. His left hand is on the laptop keyboard. A white coffee cup with a lid is on the desk in front of him. The background is dark with some blurred lights, suggesting an office or cafe environment at night.

# 4. RATE CARD

# 4.1

# RATE CARD

Placement Type	Format (W x H in pixels)	CPM Gross rate or per mailing
CCMM Website		<b>CCMM et Business Services</b>
<b>Advertising</b> <a href="http://ccmm.ca">ccmm.ca</a>	Super banner: 728 x 90	\$100/CPM
	Double box: 300 x 600	\$105/CPM
	box: 300 x 250	\$95/CPM
<b>Emails</b> CCMM Weekly	Super banner: 600 x 90	\$3,120/per mailing
	Box: 300 x 250	\$2,535/per mailing
<b>Content Marketing</b>	Content provided by the advertiser, meeting all requirements	<b>From \$2,800</b>
	Turnkey content produced by the Chamber's team for the advertiser	<b>From \$4,500</b>
	Turnkey content produced by the Chamber's team for the advertise Publibox	<b>From \$5,700</b>

# 4.2 DISCOUNT

For members of the Chamber

**Volume discount:  
10% to 30% off**

Contact your advisor  
for more details :

[mediakit@ccmm.ca](mailto:mediakit@ccmm.ca)





5.

**PROCEDURES**

**AND**

**CONDITIONS**

# PROCEDURES AND CONDITIONS



## Client delivered material

### Web advertising and emails:

Maximum size: 40 ko

#### Accepted formats:

- Images: .JPG
- Animation: Flash, .GIF (for website only)

#### Animation (available for website only)

- Full frame rate: 24 FPS
- Maximum duration: 15 seconds, including loops (maximum 3 loops)

#### Other specifications:

- 1-pixel black stroke (included in the standard format)
- Two versions of each insert must be submitted (English and French)
- Include a redirect link for each version (English and French)

**Delivery:** Final material must be received five (5) business days before the publication date and must include the destination URL links to use for each of the two versions.

### Content marketing:

**Image:** 1 160 x 771 pixels

**Title:** 85 characters (with spaces)

**Descriptive summary:** 155 characters (with spaces)

**Text\*:** 300 to 1,000 words (French and English)

**Your logo:** in black on a white background; .ai format (vectors)

*\* A template will be provided to ensure your article's impact*

## General restrictions

All advertisements must be approved by the Chamber of Commerce of Metropolitan Montreal.

Content must be relevant to the business community.

The Chamber of Commerce of Metropolitan Montreal reserves the right to refuse any advertisement that is contrary to its interest.

Material that does not comply with the abovementioned specifications will be refused.

All advertisers must comply with applicable provincial and federal laws.

Minimum purchase required: \$1,000.

**PAYMENT:** Upon receipt of the invoice, before the advertisement is published online. Rates are in Canadian dollars, taxes not included.

The advertiser and the advertising agency, where applicable, are jointly and severally liable to the publisher for payment for the publication of any and all advertisements.

**CANCELLATION:** In the event of a cancellation five (5) to seven (7) business days before the online publication date, 50% of the total cost of the ad shall be due and shall be billed to the client. No cancellations less than two (2) business days before the advertisement's online publication date.

A DJ is performing at a nightclub. The DJ is wearing a black cap and is positioned behind a DJ booth. The booth is equipped with a laptop displaying a software interface, a keyboard, and a mixer. A water bottle is visible on the table in front of the DJ. The background is a large, dimly lit club with a stage featuring bright, colorful lights and a large screen displaying a DJ. The overall atmosphere is vibrant and energetic.

# 6. GLOSSARY

# GLOSSARY



**Box:** An ad format 300 x 250 pixels (width x height) in size.

**CPM:** Cost per mille (CPM), the cost for every thousand page views—is a unit used to measure the cost of advertising space on a website.

**Double box:** An ad format 300 x 600 pixels (width x height) in size.

**Geo-targeting:** A mechanism that allows you to select consumers based on geographical location.

**Impressions:** Number of times a web page is displayed (PC, tablet, etc.).

**Original content:** Content that has never been published on the Web before.

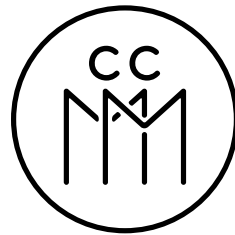
**Publibox:** An ad format 600 x 200 pixels (width x height) in size.

**Responsive:** Describes a website designed to be comfortably viewed on a variety of browsers (mobile, desktop, tablet).

**Sponsored publication:** A publication highlighted among the stream of postings on a social network as a result of a distribution budget. This allows you to ensure that the publication will be seen by a greater number of users over and above fans of the company's page.

**Super banner:** An ad format 728 x 90 pixels (width x height) in size for the web site and an ad format 600 x 90 pixels (width x height) in size for the newsletter

**Volume discount:** A reduction in price due to the quantity of services purchased by the client over a certain period.



For further information, please contact us at:

[mediakit@ccmm.ca](mailto:mediakit@ccmm.ca)

**LOOKING FORWARD TO DOING  
BUSINESS WITH YOU!**