

# 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 MONTREAL REGION.

mediakit@ccmm.ca

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# 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.

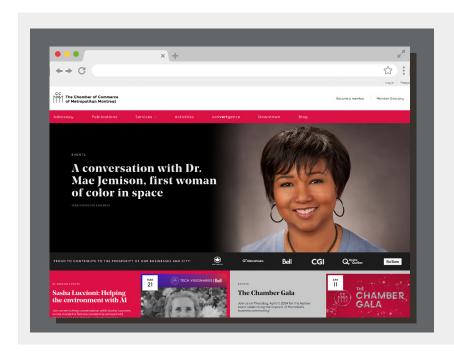


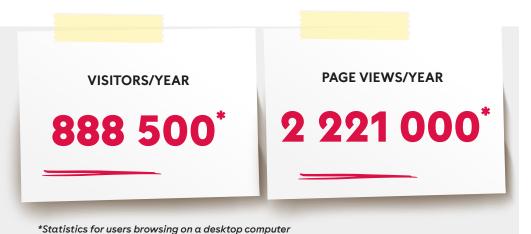




# 1.1 CHAMBER WEBSITE







Average time spent on the site more than to

**2** MIN



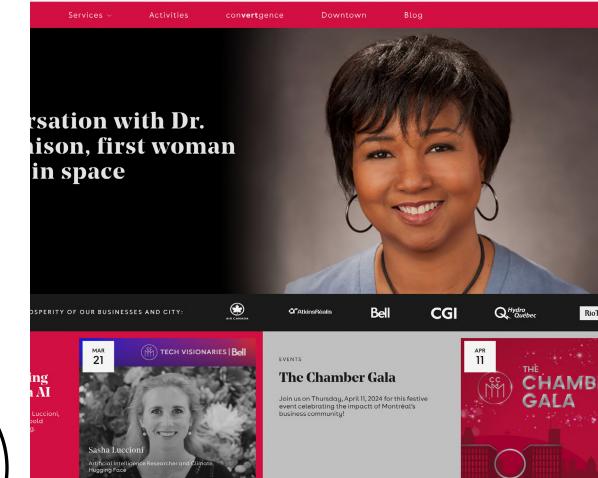


## CCMM.CA/EN/

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.







? Find out more about the



Paris: BIM

o share and perfect your tion in real estate and



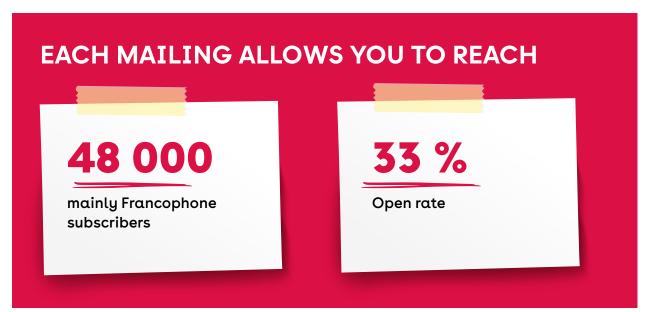


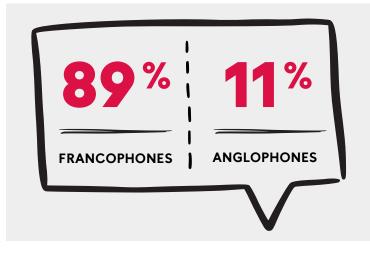
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## 1.2

# **EMAILS**

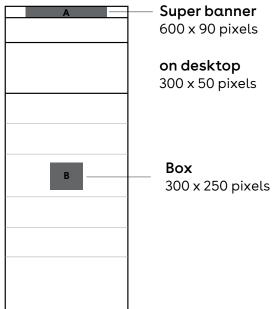






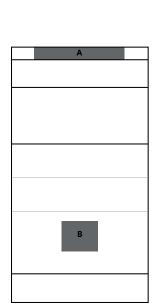




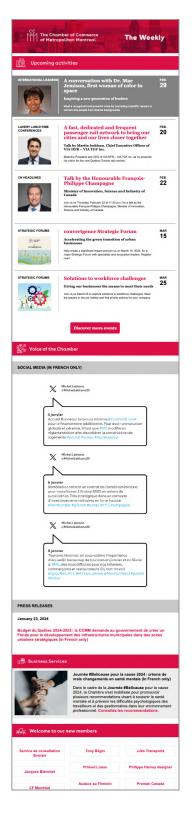


## **CCMM Weekly**

Every Tuesday, this newsletter provides insights into key business issues through blog posts and features a list of the Chamber's activities for the next four weeks. A dedicated section on business services highlights upcoming activities and offers content designed to help entrepreneurs start and grow their businesses.











The V

#### Upcoming activities

NATIONAL LEADERS

A conversation with Dr. Mae Jemison, first woman of color in

Inspiring a new generation of leaders

Meet a recognized and powerful voice for promoting scientific ca-women and people from diverse backgrounds.

#### RY LUNCHTIME ERENCES



A fast, dedicated and frequent passenger rail network to bring of cities and our lives closer togethe

Talk by Martin Imbleau, Chief Executive Office VIA HFR - VIA TGF Inc.

Meet the President and CEO of VIA HFR - VIA TGF inc. as he pr his vision for the new Québec-Toronto rail comidor.

#### ADLINES



#### Talk by the Honourable François Philippe Champagne

Minister of Innovation, Science and Industry of

Join us on Thursday, February 22 at 11:30 a.m. for a talk by the Honourable François-Philippe Champagne, Minister of Innovation Science and Industry of Canada.

#### TEGIC FORUMS

#### convertgence Strategic Forum

ansition of urban

#### **Available Formats**

nd join us on March 15, 2024, f lists and ecosystem leaders. R

A. Super banner (600 x 90 pixels)

B. Box

(300 x 250 pixels)

cforce challenge

e means to meet their



Join us on March 25 to explore solutions to workforce challenges the players in the job market and find priority actions for your con



# 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 back-

ground; .ai format

<sup>\*</sup>A template will be provided to ensure your article's impact.

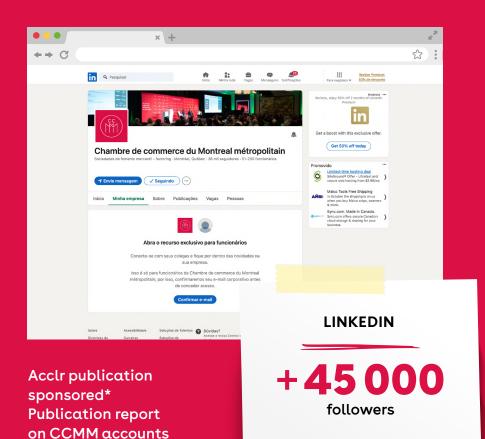
<sup>\*</sup>This content will be hosted exclusively on the Chamber website with no possibility of it appearing elsewhere due to SEO rules. However, relaying content from your site is recommended.

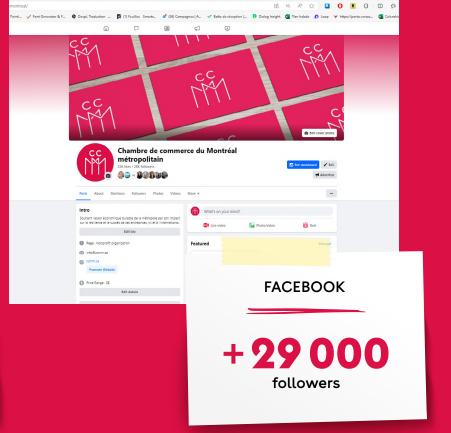
# 2.2

# SPONSORED CONTENT DISTRIBUTION PLAN\*









## 2.3

# YOUR BLOG POST



#### The expertise of [your company name]

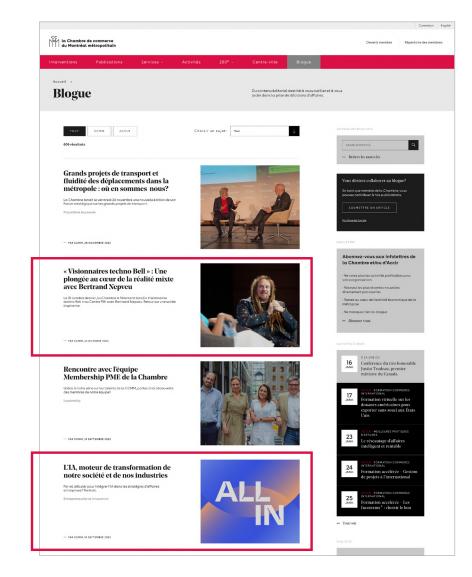
In addition to being published on our website, your blog post can be sponsored via our social networks

# 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..





# 3.1 MEMBER PROFILE







of members are from the Montreal area



55% of members are SMEs



45%
members are
large companies





# **RATE CARD**



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

# 4.2 DISCOUNT For members of the Chamber

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

> Contact your advisor for more details:





## 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.



## **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  $728 \times 90$  pixels (width x height) in size for the web site and an ad format  $600 \times 90$  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

# LOOKING FORWARD TO DOING BUSINESS WITH YOU!