



**The Chamber of Commerce
of Metropolitan Montreal**

Media Kit

kitmedia@ccmm.ca 514 871-4000 extension 4005

2022



**Position your company
among the most influential business
leaders, entrepreneurs, and
decision-makers in the Greater
Montréal region.**

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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.

**The Chamber: Greater
Montréal's largest
business community**



50%

SENIOR MANAGEMENT



8 000

MEMBERS



58 000

BUSINESS CONTACTS



1. Web Advertising



1.1 Chamber website

visitors/year

> 820 000*

page views/year

> 1 600 000*

*Statistics for users browsing on a desktop computer



Average time spent
on the site

close to 2 min

58%

of visitors are
between 25 and 44
years of age

72%

of visitors are
from Greater
Montréal



51%



49%

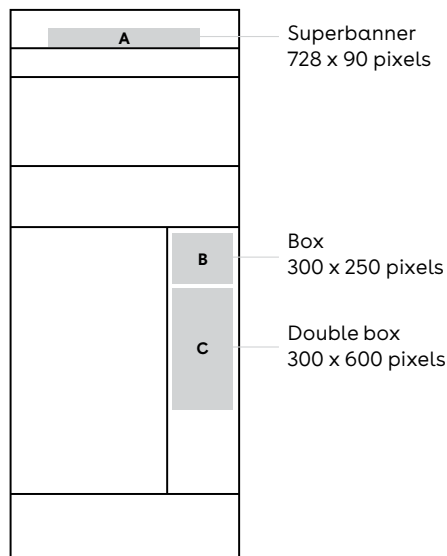


Ads are delivered on the desktop version only (85% of sessions).

[**ccmm.ca/en/**](https://ccmm.ca/en/)

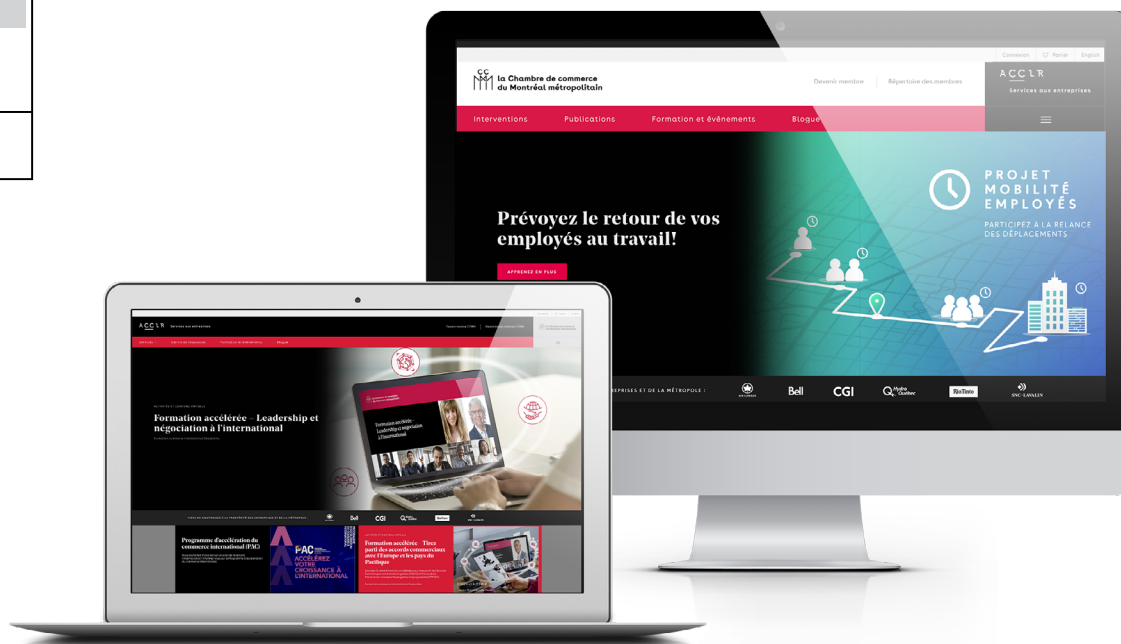
The Chamber's website has various sections covering the city's major business issues. It also promotes a broad array of activities and events.

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



**From
\$65/CPM**

See the rate card for
more information
- page 21



SOURCE: Google Analytics, January to December 2018, users browsing on a desktop computer.
kitmedia@ccmm.



1.2 Info entrepreneurs website

visitors/year

➤ **2 400 000***

page views/year

➤ **1 800 000***

* Statistiques pour les utilisateurs
naviguant à partir d'un ordinateur de
bureau



Average time
spent on the site

close to 1 min

67%

of visitors are
between 18 and 44
years of age



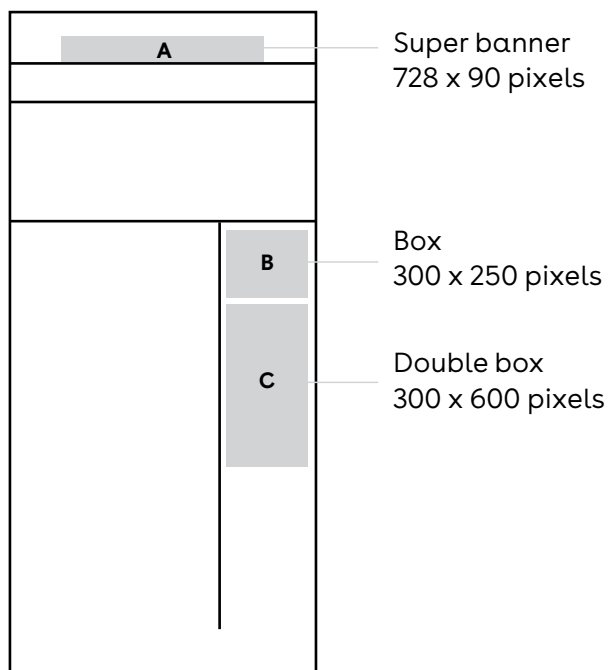
57%



43%

infoentrepreneurs.org

Info entrepreneurs is a resource centre for Québec entrepreneurs, helping them grow their business at each stage of development.



SOURCE : Google Analytics,
janvier 2018 - décembre 2018,
infoentrepreneurs.org.





Each mailing lets you reach out to

≈ **40 000** **8 000**

mainly Francophone
subscribers

impressions an average
per mailing



89 % Francophones

11 % Anglophones



62%

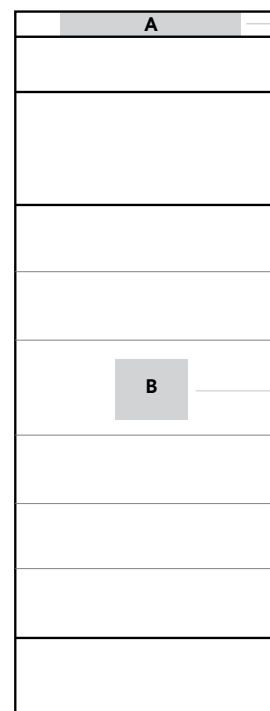


38%

1.3 Emails

From
2 500 \$/envoi

See the rate card
for more information
8 000 - page 21



Super banner
600 X 90 pixels
on desktop
300x50 pixels
on mobile

Box
300 x 250 pixels

The Weekly

CCMM

Every Tuesday, this newsletter takes a look at important concerns for the business community through blog posts and a list of Chamber activities coming up in the next four weeks.

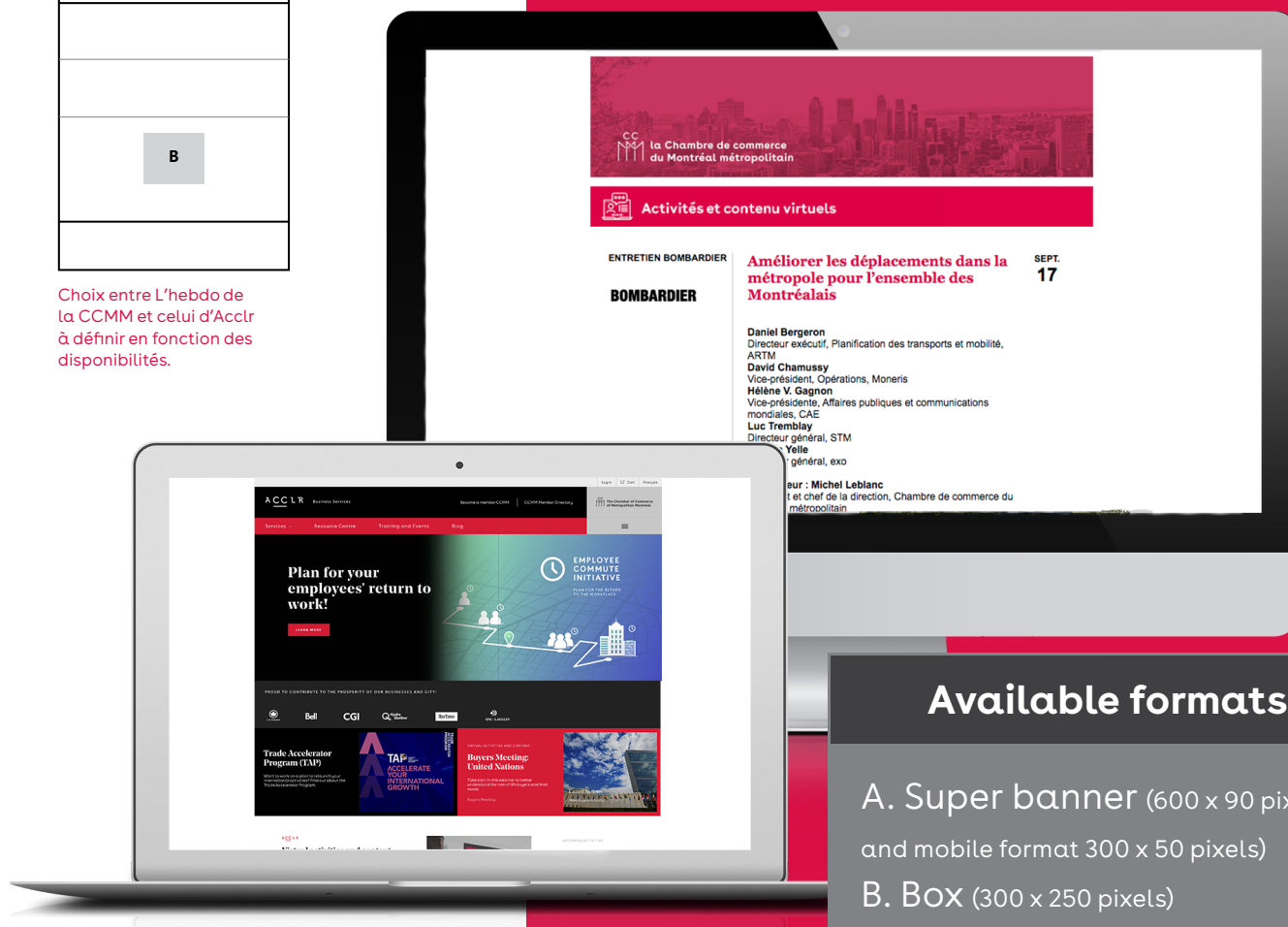
Acclr

Every Tuesday, this newsletter features Acclr activities coming up in the next four weeks and blog articles to help entrepreneurs start up and grow their business.

SOURCE : Base de données de la Chambre et Dialog Insight, de janvier à décembre 2018

A
B

Choix entre L'hebdo de la CCMM et celui d'Acclr à définir en fonction des disponibilités.



Media kit
CCMM 2022

From
2500 \$/envoi

See the rate card
for more information
- page 21

Available formats

A. Super banner (600 x 90 pixels
and mobile format 300 x 50 pixels)

B. Box (300 x 250 pixels)

An overhead view of a business meeting around a wooden table. Five people are seated, working on laptops and documents. The table is cluttered with business materials: a 'Business Chart - Final' document, a 'COMMON SPACES' document, a calculator, a coffee cup, and several glasses of water. One person is pointing at a document, while others are looking at their laptops or writing. The scene is lit with warm, natural light, creating a professional yet relaxed atmosphere.

2. Content Marketing

2.1 Content Marketing

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 : 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

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

*L’hébergement de ce contenu se fera exclusivement sur le site Web de la Chambre sans aucune possibilité qu’il apparaisse autre part en raison des règles de référencement. Le relais de contenu à partir de votre site est toutefois recommandé.

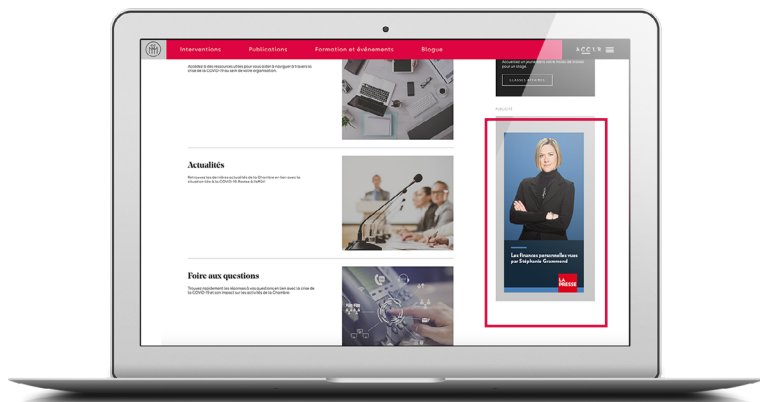


Sponsored content distribution plan*

* Custom content distribution plan available

Web ad

Banner on ccmm.ca and acclr.ca



35 000
impressions garanties

Social media



Sponsored Acclr post*

Post shared on other
CCMM accounts

Facebook +24 500 followers

LinkedIn +22,800 followers

Twitter +22,500 followers



* Valeur de 100 \$ incluse

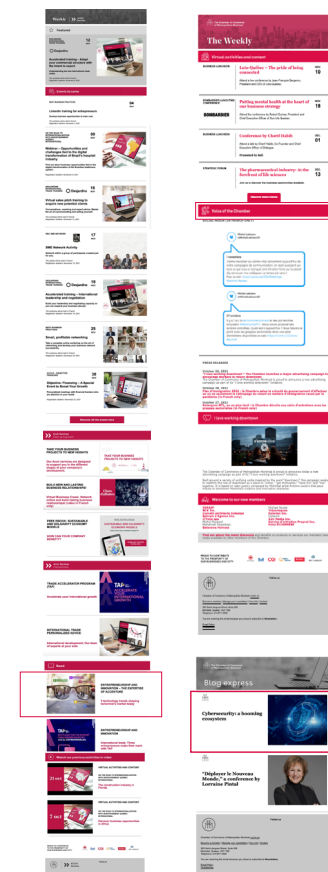
Newsletters

Appearance in
Acclr's weekly
Tuesday newsletter

Publibox: Appearance
in CCMM's weekly
Tuesday newsletter

Appearance in
the Saturday blog
highlights

≈ **40 000**
subscribers

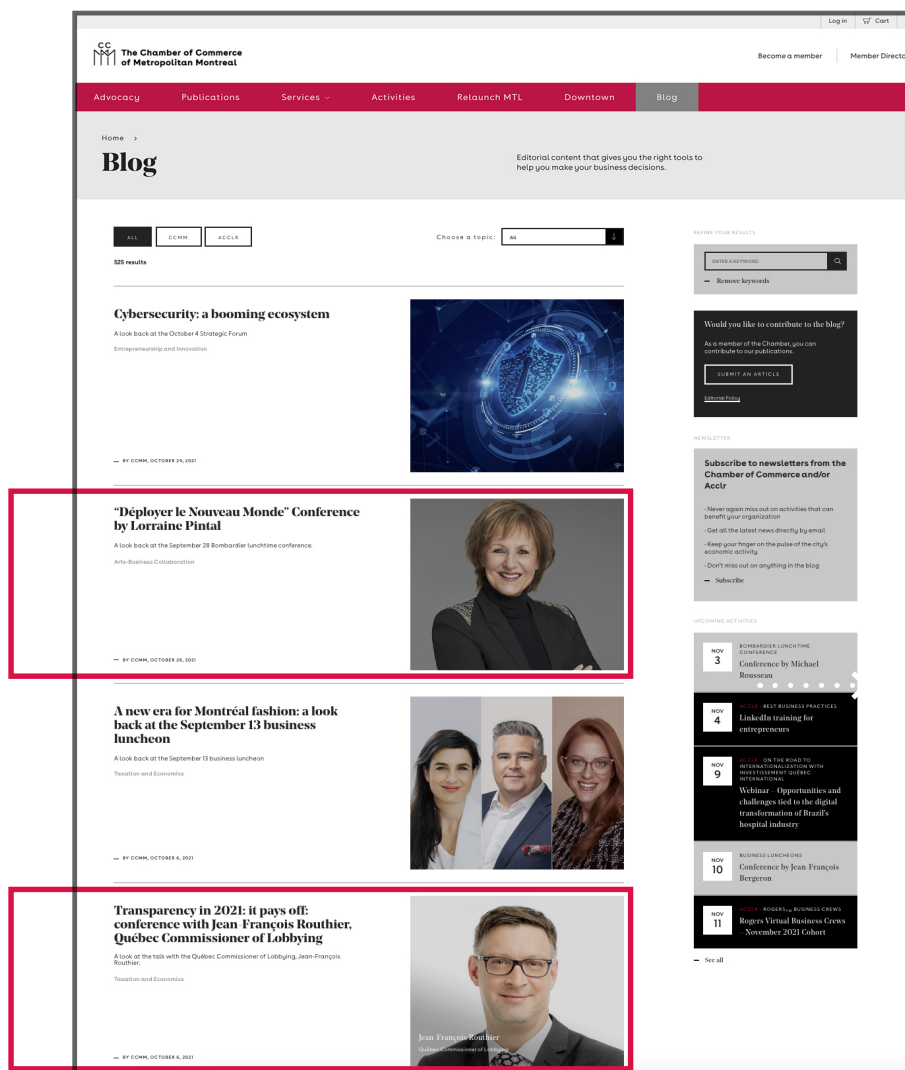


2.3 Your blog post

CCMM Website

The expertise of [your company name]

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



A woman with long brown hair and glasses, wearing a white short-sleeved button-down shirt, is sitting at a desk. She is looking down at a piece of paper in her hands, which appear to be crumpled. On the desk, there are several other crumpled pieces of paper, a pen, and a small potted plant. The background shows a window with a view of a building.

2.4 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

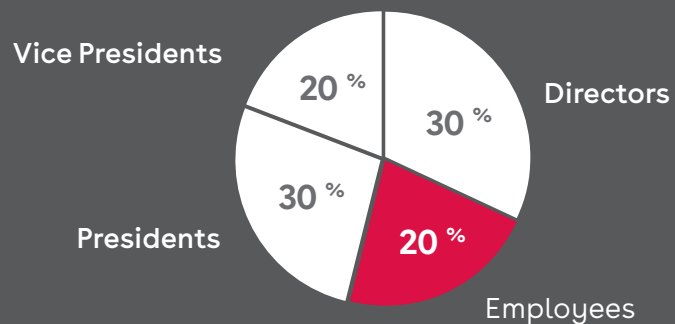
90 %

Francophones

10 %

Anglophones

78 % of members are decision-makers



89 %

of members are from the **Montréal**



55 %

of members are **SMEs**



45 %

members are **large companies**



The Chamber's database, July 2018.

4. Rate Card





4.1 Rate Card

Placement Type	Format (W x H in pixels)	CPM Gross rate or per mailing	
		CCMM	Info entrepreneurs
Advertisement ccmm.ca infoentrepreneurs.org	Super banner: 728 x 90	\$75/CPM	\$75/CPM
	Double box: 300 x 600	\$85/CPM	\$85/CPM
	Box: 300 x 250	\$65/CPM	\$65/CPM
Emails CCMM Weekly Acclr Weekly	Super banner: 600 x 90	2,500 \$ per mailing	
	Super banner mobile format: 300 x 50		
	Box: 300 x 250	2,500 \$ per mailing	
Content Marketing	Content provided by the advertiser, meeting all requirements	From \$2,500 <i>Sponsored publication valued at \$100 included</i>	
	Turnkey content produced by the Chamber's team for the advertiser	From \$4,000 <i>Sponsored publication valued at \$100 included</i>	
	Turnkey content produced by the Chamber's team for the advertise Publibox	From \$5,000 <i>Sponsored publication valued at \$100 included CPM</i>	

4.2 Discount

For members
of the Chamber

- › volume discount
- › 10 to 30% off

Contact your advisor
for more details

kitmedia@ccmm.ca
514 871-4000 poste 4005



A person wearing a white lab coat is signing a document with a pen. The background is blurred, showing a desk with papers and a pen. The text "5. Procedures and Conditions" is overlaid in a large, white, serif font.

5. Procedures and Conditions

5.1 Procedures and Conditions

Client delivered material

Web advertising and emails:

Maximum size: 40 kb

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 : 1160 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 close-up, low-angle shot of a person's hands typing on a laptop keyboard. The hands are positioned in the lower right foreground, with fingers pressing keys. The laptop is silver and open. In the background, a large window shows a blurred view of a sunset or sunrise over a body of water, with warm orange and yellow light filling the scene. The overall mood is calm and focused.

6. Glossary

6.1 Glossary

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

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 before been published on the Web.

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

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.



**Looking forward
to doing business with you!**

kitmedia@ccmm.ca 514 871-4000 extension 4005

2022