



The Chamber of Commerce
of Metropolitan Montreal

MEDIA KIT

2023-2024 SEASON





TABLE OF CONTENTS

1 – WEB ADVERTISING	06
1.1 Chamber websites	
1.2 Emails	
2 – CONTENT MARKETING	11
2.1 Content Marketing	
2.2 Sponsored content distribution plan	
2.3 Your blog post	
3 – EXCLUSIVE ADVERTISING OFFER FOR MEMBERS	15
3.1 Member Profile	
4 – RATE CARD	17
4.1 Rate Card	
4.2 Discount	
5 – PROCEDURES AND CONDITIONS	20
5.1 Procedures and Conditions	
6 – GLOSSARY	22
6.1 Glossary	



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



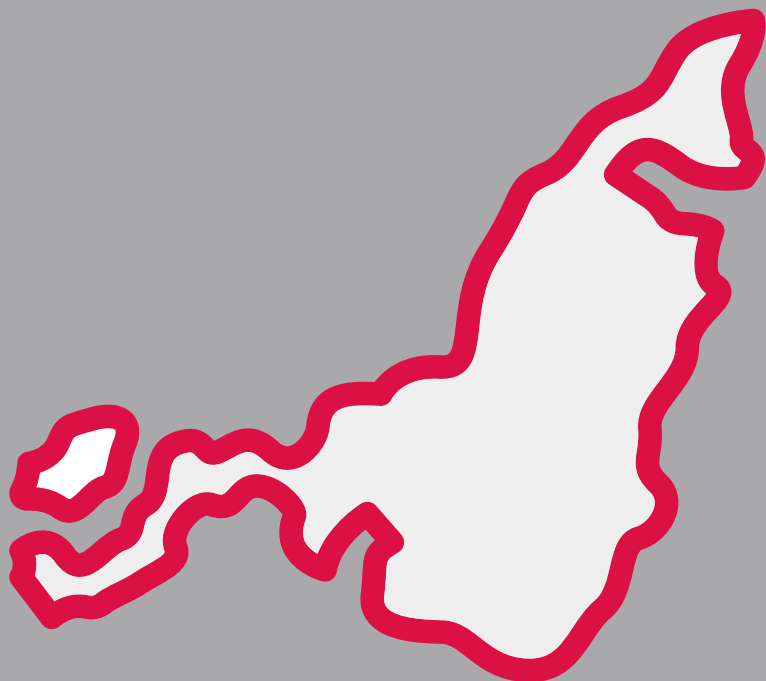
THE CHAMBER, THE MEDIA OF CHOICE FOR REACHING INFLUENTIAL BUSINESSPEOPLE AND ENTREPRENEURS.

MISSION



Media kit
2023-2024

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

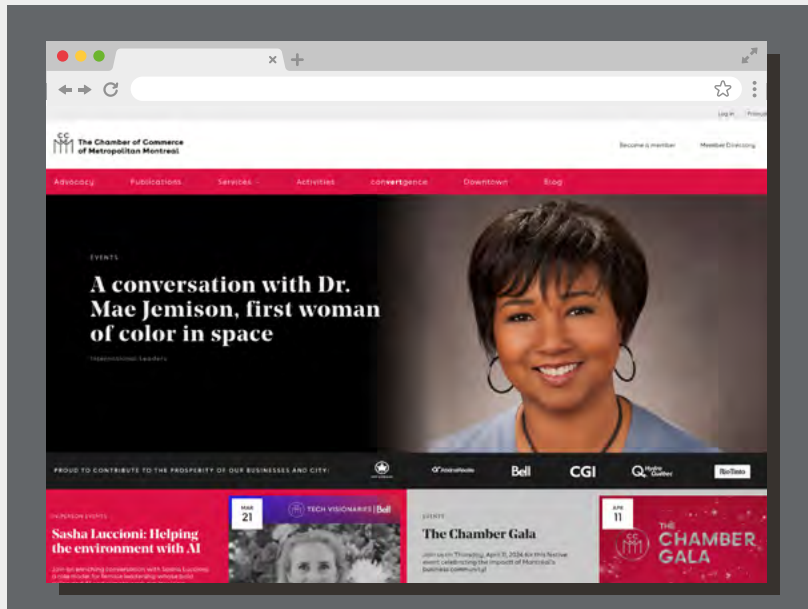


58 000
BUSINESS CONTACTS

1. WEB ADVERTISING



1.1 CHAMBER WEBSITE



VISITORS/YEAR

838 757*

PAGE VIEWS/YEAR

1 047 013*

**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/

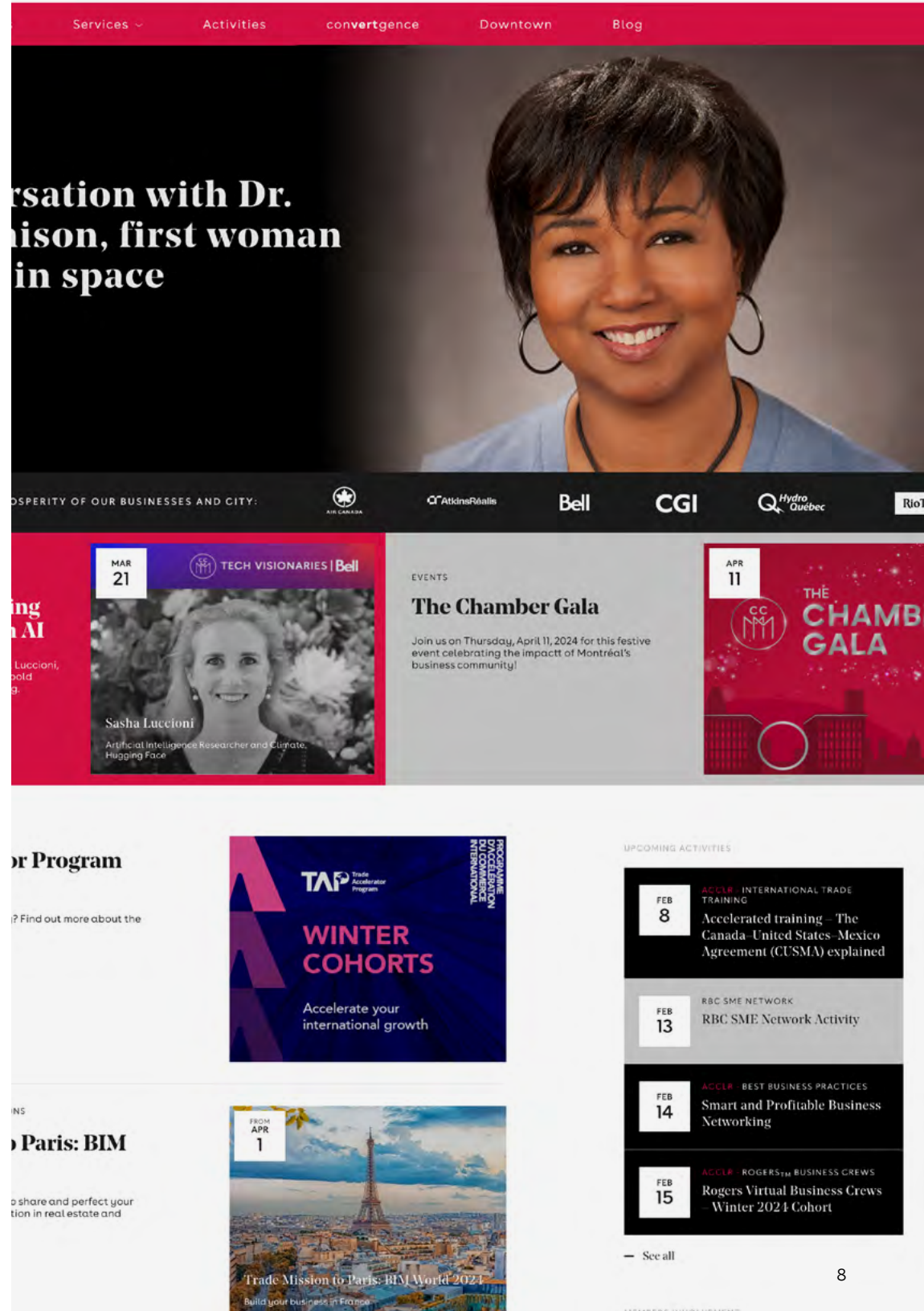
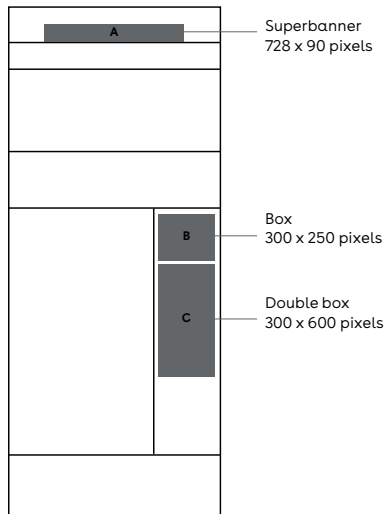
The Chamber's website has various sections covering the city's major business issues. It also promotes a broad array of activities and events.

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

From

\$80/CPM

See the rate card for more information - page 18



1.2

EMAILS

EACH MAILING ALLOWS YOU TO REACH

46 000

mainly Francophone
subscribers

8 000

impressions an average
per mailing

89%

FRANCOPHONES

11%

ANGLOPHONES



62%

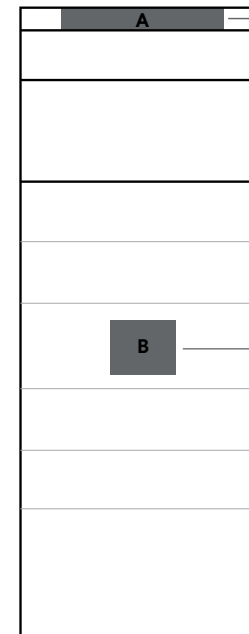


38%

From

\$2,150/mailing

See the rate card
for more information
- page 18



Super banner
600 x 90 pixels

on desktop
300 x 50 pixels

Box
300 x 250 pixels

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.

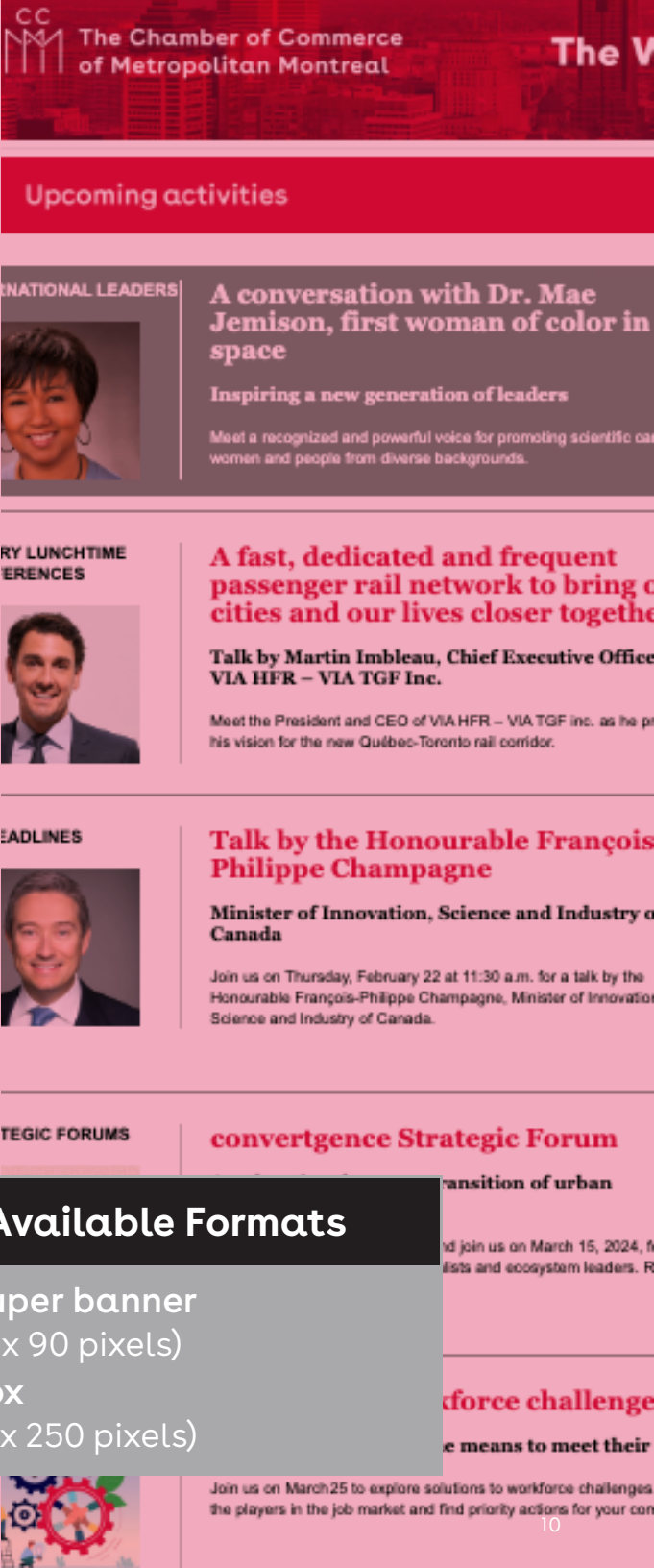
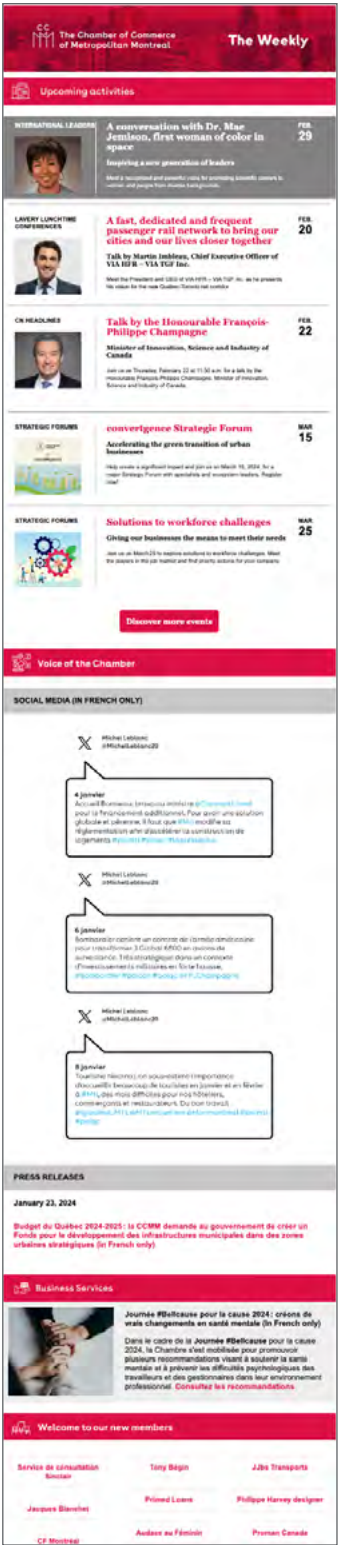
ACCLR

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..

A
B

From
\$2,150/mailling
 See the rate card
 for more information
 – page 18

Choice between
 CCMM or Acclr weekly
 to be defined according
 to availability



Available Formats

A. Super banner
 (600 x 90 pixels)

B. 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)

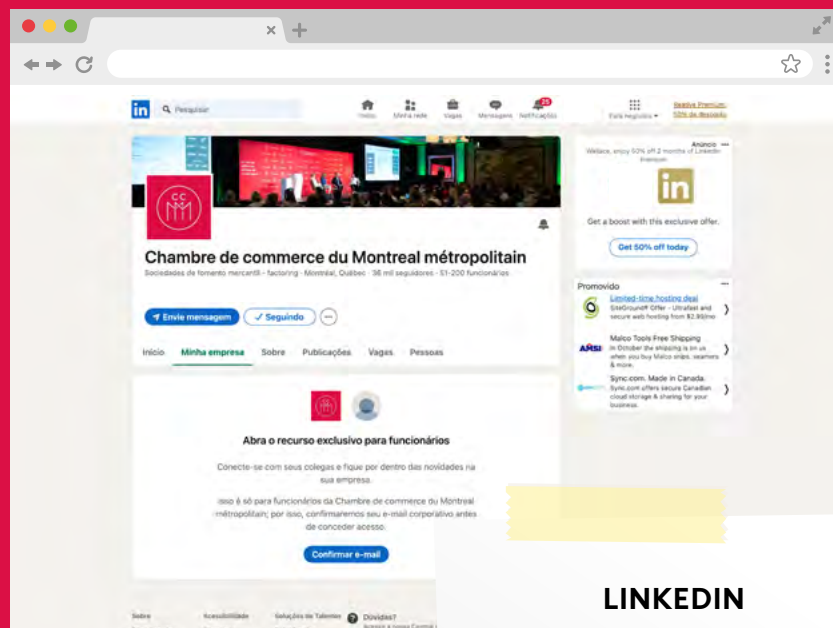
Your logo: in black on a white background; .ai format

*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*

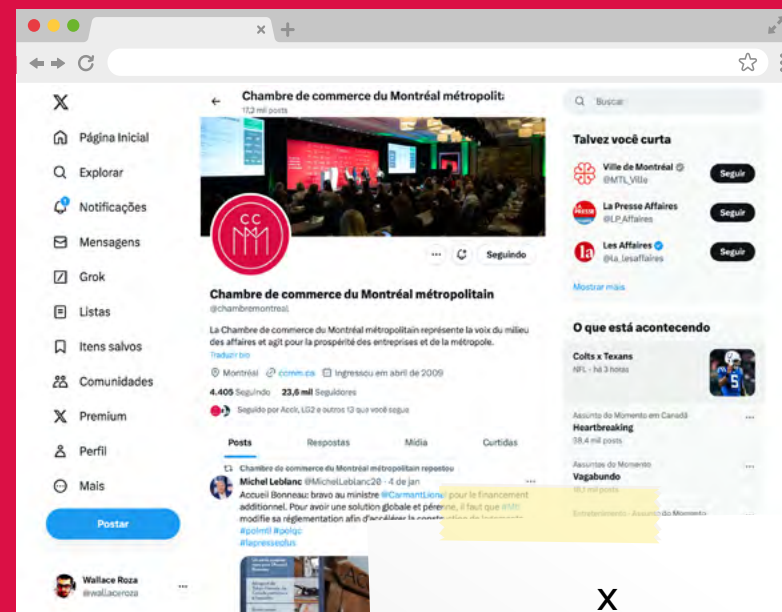
SOCIAL MEDIA



LINKEDIN

+ 35 000
followers

Acclr publication
sponsored*
Publication report
on CCMM accounts



X
(formerly known as Twitter)

+ 23 500
followers

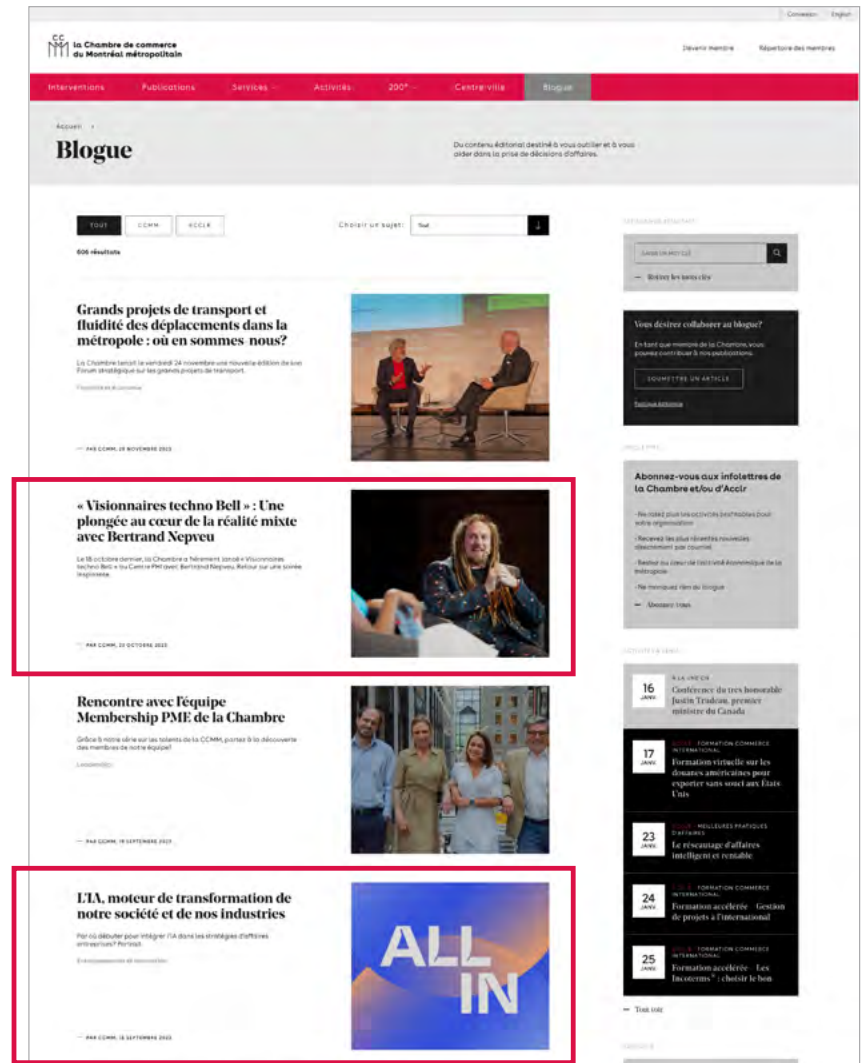
2.3 YOUR BLOG POST

The expertise of [your company name]

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

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

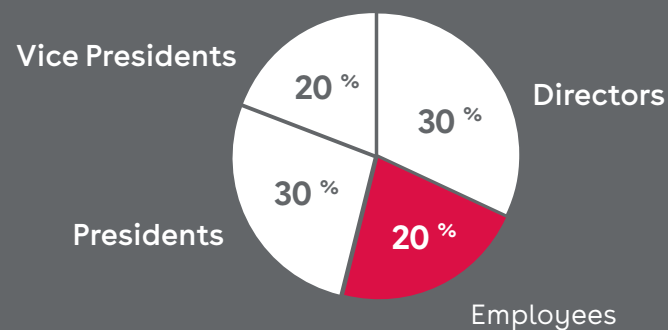
 **90 %**
Francophones

 **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





4. RATE CARD

RATE CARD



Placement Type	Format (W x H in pixels)	CPM Gross rate or per mailing
CCMM Website		CCMM et Acclr
Advertising ccmm.ca	Super banner: 728 x 90	\$85/CPM
	Double box: 300 x 600	\$90/CPM
	box: 300 x 250	\$80/CPM
Emails CCMM Weekly Acclr Weekly	Super banner: 600 x 90	\$2,630/per mailing
	Box: 300 x 250	\$2,150/per mailing
Content Marketing	Content provided by the advertiser, meeting all requirements	From \$2,700 <i>Sponsored publication valued at \$100 included</i>
	Turnkey content produced by the Chamber's team for the advertiser	From \$4,320 <i>Sponsored publication valued at \$100 included</i>
	Turnkey content produced by the Chamber's team for the advertise Publibox	From \$5,400 <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 :

troussemedia@cmm.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: 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.



6. 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.

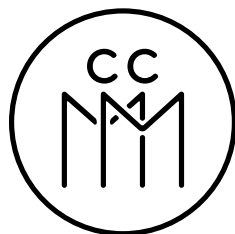
Publibox: An ad format 600 x 200 pixels (width x height) in size.

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:

troussemedia@ccmm.ca

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