

CCCEP E-CONNECT

REACH

850

PHARMACY PROFESSIONALS ACROSS CANADA

EACH WEEK

MEDIA KIT





# AD RATES & SPECS

Prices are for participation in 13 emails to the 850 pharmacy professionals across Canada (One 90 day cycle)



Leaderboard  
\$1750

Image Dimensions  
728x90

File Format  
JPEG, GIF

Max File Size  
40k



Lower Leaderboard  
\$1500

Image Dimensions  
580x70

File Format  
JPEG, GIF

Max File Size  
40k



Top/Bottom Banner  
\$1300/\$1150

Image Dimensions  
468x60

File Format  
JPEG, GIF

Max File Size  
40k



Top/Bottom Skyscraper  
\$1300/\$1150

Image Dimensions  
120x600

File Format  
JPEG, GIF

Max File Size  
40k



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Product Showcase  
\$1200

Text **five word headline, fifty word description**  
Image Dimensions **175x125** File Format **JPEG, GIF**



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Featured Company Ad  
\$800

Text **five word headline, twenty-five word description**  
Image Dimensions **125x100** File Format **JPEG, GIF**



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Traditional Text Ad  
\$600

Text **five word headline, fifteen word description**  
Image Dimensions **120x50** File Format **JPEG, GIF**

## CONTACT US

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CCCEP E-CONNECT, POWERED BY  
MULTIBRIEFS, PROVIDES WEEKLY NEWS AND  
INFORMATION TO PHARMACY PROFESSIONALS  
ACROSS CANADA.

CCCEP e-Connect tackles today's most relevant issues, gathered from sources like The Canadian Press, The Globe and Mail, and National Post and the leading industry publications and is delivered to the inboxes of pharmacy professionals across Canada.

CCCEP E-CONNECT  
IS A PROFESSIONAL RESOURCE FOR



# TOP TEN REASONS TO ADVERTISE IN CCCEP E-CONNECT:



## CREDIBLE SOURCE

For 40 years, our members have turned to the association as the informational authority of the industry. Advertising in The Municipal Minute solidifies your place among weekly information provided to CCCEP members.



## TARGETED DISTRIBUTION

Advertising in CCCEP e-Connect allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



## OPT-IN SUBSCRIBER LIST

Subscribers to CCCEP e-Connect have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



## RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



## FREQUENCY

Frequency builds awareness. As a weekly publication, CCCEP e-Connect ensures your ad will be seen weekly by over 850 subscribers.



## AFFORDABLE

Advertising in CCCEP e-Connect is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?



## YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of CCCEP e-Connect has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



## IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



## EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in CCCEP e-Connect.



## TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response to your campaign, immediately quantifying your ROI.