

CANS Digital Advertising Guide



CONSTRUCTION
ASSOCIATION OF NOVA SCOTIA
Building with Skill and Integrity Since 1862

Get in front of the construction industry by advertising with CANS!

Advertising with CANS can help you reach your ideal target market. With multiple digital formats to choose from, there is sure to be something for everyone. Invest in a one-time placement, buy an advertising package, or work with our team to build a custom package tailored to your advertising needs. Advertising on cans.ns.ca is a great way to reach your desired audience.

WEBSITE ADVERTISING

CANS website is a source of information and resources for the public and more than 780+ CANS members in the ICI industry throughout Atlantic Canada. CANS website is mobile friendly – your ad will be seen on all devices, including desktop, tablet and mobile.

Website Rates — Advertisements are sold on a monthly term. Months do not need to be used consecutively. With each booking, you receive a tall ad and a square ad - tall ads are visible on your desktop while square ads are visible on your mobile device.

1 Month

Member: \$506

Non Member: \$759

6 Months

Member: \$2,404

Non Member: \$3,163

3 Months

Member: \$1,264

Non Member: \$1,822

1 Year

Member: \$4,554

Non Member: \$5,693

WEB STATS



Avg. Monthly Pageviews

63,830+



Avg Time/Page

1.15 mins



Users/Month

8,300+

*stats are from July 2023 – June 2024

AD SPECIFICATIONS

Dimensions:

Tall Ad - 200 px x 600 px (W x H)

Square Ad - 300 px x 300 px

File formats accepted:

.jpeg, .png

Colour profile:

RGB

*Please provide the URL for the click-through link when artwork is supplied.

EMAIL ADVERTISING

“CANS Weekly” is a weekly e-campaign providing readers with a snapshot of life at CANS — upcoming events, must-attend courses, as well as news and key information on the issues facing the construction industry. Advertising in CANS Weekly is a great way to get in front of the industry to promote your programs, services and special offers.

Space is limited to a maximum of six (6) ads per issue. The order of ads will be determined by the order of bookings. With each booking, you receive a tall ad (see ad specifications on previous page).

Email newsletter rates — All CANS Weekly ads are sold on a weekly term. Weeks do not need to be used consecutively.

1 Week

Member: \$190
Non Member: \$245

12 Weeks

Member: \$1,581
Non Member: \$2,056

2 Weeks

Member: \$316
Non Member: \$412

26 Weeks

Member: \$3,226
Non Member: \$4,193

4 Weeks

Member: \$570
Non Member: \$740

EMAIL STATS



Avg. Link Clicks
600+



Avg. Open Rate
27%



Avg. Monthly Subscribers
4,850+

*stats are from July 2023 – June 2024

DIGITAL AD PACKAGE OPPORTUNITIES

Save money and maximize your exposure by choosing from one of these great CANS advertising packages. **Don't see options that meet your advertising needs?** We can work together to create a custom advertising package for you!

PACKAGE #1 — save up to 32%

Member Price: \$759
Non Member Price: \$1,050

- One (1) month website advertising
- Four (4) weeks advertising in CANS Weekly

PACKAGE #2 — save up to 31%

Member Price: \$1,265
Non Member Price: \$1,793

- Three (3) months website advertising
- Four (4) weeks advertising in CANS Weekly

PACKAGE #3 — save up to 35%

Member Price: \$1,392
Non Member Price: \$2,085

- Three (3) months website advertising
- Six (6) weeks advertising in CANS Weekly



**Book Your
Advertisement**

Contact:

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