



CHPTA CANADIAN HOME PRODUCTS TRADE ASSOCIATION

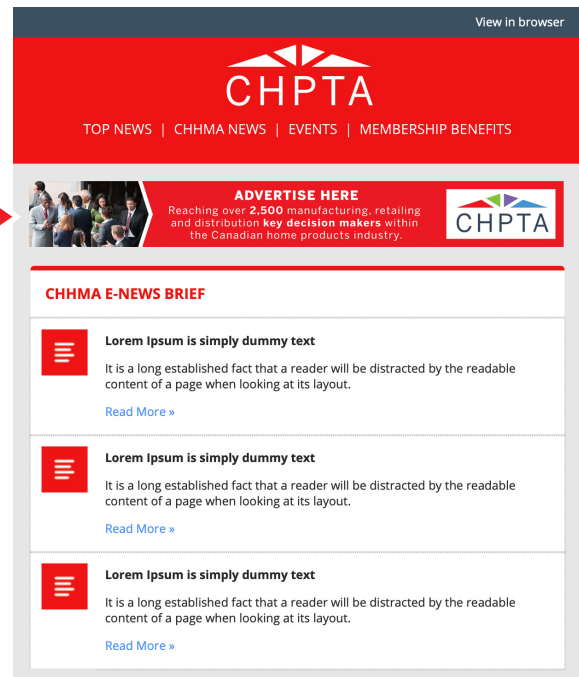
MARKET INTELLIGENCE • SALES REACH • PROFESSIONAL DEVELOPMENT

Three Great Advertising Options:

- CHPTA E-News Brief
- CHPTA Website Homepage **(NEW)**
- CHPTA News Website Article Pages **(NEW)**

ADVERTISE IN THE CHPTA E-NEWS BRIEF

- **Targeted reach:** Reach over 2,500 manufacturing, retailing and distribution key decision makers within the Canadian home products industry.
- **Official newsletter of the association:** The most credible platform within the industry.
- **Adaptable interactive advertising:** Change your ad on every issue and gauge the response to your messages.
- **Measurable results:** Enjoy access to comprehensive metrics and campaign reporting.
- **Opt in subscriber base:** CHPTA members have asked to receive this!



LEADERBOARD

Premium advertising right underneath the association logo, great branding opportunity and prime real estate.

- **A** \$400 per insertion
\$1,800 — Block of 6 insertions

580 x 75 px (.jpg/.png file),
No larger than 49kb file size.

**CHPTA MEMBERS ARE ENTITLED TO ONE FREE AD
PER YEAR AS PART OF THEIR MEMBERSHIP!**

Please direct all questions and inquiries to:

Michael Jorgenson
Marketing and Communications Manager
mjorgenson@chpta.ca • 416.282.0022 x 134



ADVERTISE ON THE CHPTA HOMEPAGE



B **ADVERTISE HERE**
Reaching over **2,500** manufacturing, retailing and distribution **key decision makers** within the Canadian home products industry.

ADVANTAGE BY ASSOCIATION

FINANCIAL SAVINGS
The CHPTA offers a number of money saving programs for member companies as well as individual employees. Our affiliate partners are top experts in their fields and can provide valuable advice and services to benefit members. The advantages are many and for companies that participate and utilize the Association's programs and services, the cost of membership can be returned many times over!

EDUCATION
Throughout the year, the CHPTA hosts many educational seminars & webinars designed to equip members with helpful knowledge to aid them in their everyday business. In addition, presentations from key retailers in the industry are also arranged to provide important insight and feedback into maximizing sales opportunities.

NEWS & INFORMATION
The CHPTA keeps members updated on association, industry, product stewardship and legislative news through a bi-weekly e-newsletter and news bulletins when needed. The Association also produces useful reports for members including trade data by product categories and industry salary/compensation info every two years.

NETWORKING
Each year, the CHPTA conducts business and social events offering members beneficial networking opportunities with industry peers, experts, speakers, affiliate partners and retail customers. The Association's many networking groups bring members together to discuss industry issues and best business practices.

REPRESENTATION & LOBBYING
The CHPTA has been representing industry manufacturers/brand owners and sales agents for over 50 years. The CHPTA is one of the few associations in the country that works solely on behalf of the vendor community lobbying federal and provincial governments as well as retailers on issues affecting our members. The CHPTA has been an effective voice on important issues like data synchronization, product packaging stewardship, product safety and unfair customer class backlogs & deductions.

C **ADVERTISE HERE**
Reaching over **2,500** manufacturing, retailing and distribution **key decision makers** within the Canadian home products industry.

D **ADVERTISE HERE**
Reaching over **2,500** manufacturing, retailing and distribution **key decision makers** within the Canadian home products industry.

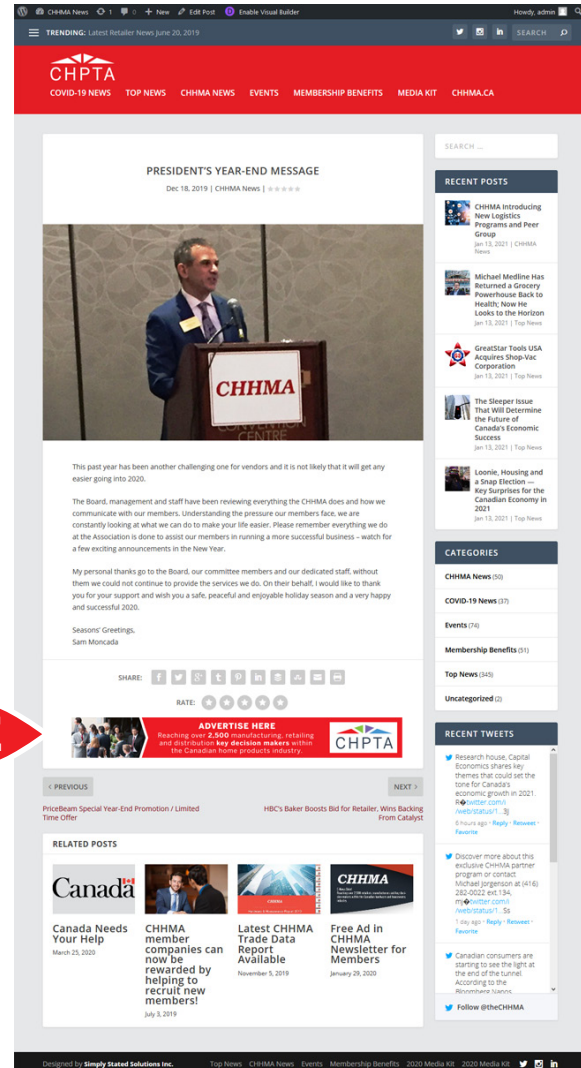
B **Top Banner** \$2,000 (1 month)

C **Middle Banner** \$1,600 (1 month)

D **Bottom Banner** \$1,400 (1 month)

1080px wide, height as needed (.jpg/.png file),
No larger than 49kb file size.

ADVERTISE ON THE CHPTA NEWS WEBSITE



E **ADVERTISE HERE**
Reaching over **2,500** manufacturing, retailing and distribution **key decision makers** within the Canadian home products industry.

ALL ARTICLE PAGES

E \$2,000 (1 month)

920px wide, height as needed (.jpg/.png file),
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