

The official newsletter of the Canadian Association of Movers.



CANADIAN ASSOCIATION OF MOVERS • ASSOCIATION CANADIENNE DES DÉMÉNAGEURS

## NEWSLETTER ADVERTISING RATE CARD

**Besides advertising in our magazine, *The Canadian Mover*, here's another great opportunity to promote your company's products and services to the household goods moving industry!**

**CAM issues a newsletter monthly and, occasionally, mid-month as well. Your company's ad can be viewed by a wide variety of our newsletter readers within and outside of Canada every month.**

**Our newsletter:**

- Goes to over 1,800 email addresses in the household goods moving industry.
- Has an opening rate of about 30% every month.
- Has a click-through rate of 18% each month.

### MECHANICAL REQUIREMENTS

Your ad may be positioned either as a banner or as a business card between news items within the body of our newsletter. Ads will be made clickable to the company website that is provided to CAM. Two business card ads will appear together.

#### Image Quality

- Color Mode – RGB colors will look best.

#### Image Size

- Height – The height should be 200px or less.
- Banner Width – The width should be 600px wide or less.
- Business card width – The width should be 250px wide or less.

#### File Type/size

- Image must be less than 5 MB and can be emailed to [admin@mover.net](mailto:admin@mover.net).
- JPEG, GIF or PNG (best option).

#### Ad Submission

- PC digital file only.
- Ad files sent to CAM are used as they are received. Printed proofs are not required.
- Ads must arrive by the 20th day of the month for guaranteed inclusion in the next issue.
- CAM accepts no responsibility for the reproduction of ads prepared by the advertiser.

#### Rate

- This opportunity is available to CAM members only.
- The rate is \$150.00 for one issue or \$1000 for 12 issues.
- 13% HST will be added to all prices.

### FINE PRINT

The advertiser indemnifies the Canadian Association of Movers (CAM), its employees and contractors against losses or liabilities arising from this advertising. The advertiser warrants that it has the right to use any logo or device belonging to a van line, association or other corporate entity, and holds CAM harmless from costs arising from those improper uses of said logo or device. CAM reserves the right to refuse any ad or its content. CAM assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next issue, if any proven or admitted errors or omissions have occurred. Payment is due prior to the advertising sales deadline. Revisions to previously submitted ad copy are subject to additional charges. In the event of a contract cancellation, the advertiser/or agency agrees to repay CAM any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the newsletter.

### CANADIAN ASSOCIATION OF MOVERS

PO Box 26004, RPO Churchill, Mississauga, ON Canada L5L 5W7

Tel: 905-848-6579 Toll free: 866-860-0065 Fax: 905-756-1115

Web: [www.mover.net](http://www.mover.net) Email: [admin@mover.net](mailto:admin@mover.net)

Version: Mar2017