

# DIGITAL ADVERTISING CAMA E-NEWSLETTER

The CAMA e-newsletter is a bi-monthly publication providing you with an opportunity to demonstrate how your company can help customers and build relationships. It will include articles that provide helpful technical or business tips, industry news, information on latest trends and technology and association announcements. It will be distributed by email to 600+ industry stakeholders. The content and advertisements will also be posted on the CAMA website publications page and sponsored content will be highlighted randomly over a 2-month period in between publications.

**Advertising Packages – All pricing subject to HST**

## PER ISSUE

### Sponsored Content - \$750

Displayed within body of newsletter – article will also be randomly highlighted on social media platforms during a 2-month period in between publications

**\*Introductory offer – one time only..... \$375**

### Sidebar Ad - \$500

Random placement in the newsletter - advertisement will also be randomly posted on the publications webpage during a 2-month period in between publications. Advertisement will be linked to preferred web address

**\*Introductory offer – one time only..... \$250**

## BUNDLE PRICING

### 2 times per year

Sponsored content – features can be updated each issue..... **\$ 1000 \***

Sidebar ad – new artwork can be provided each issue..... **\$ 750 \*\***

**\*Introductory offer – one time only..... \$500**

**\*\*Introductory offer – one time only ..... \$375**

### 4 times per year

Sponsored content – features can be updated each issue..... **\$2000 \***

Sidebar ad – new artwork can be provided each issue..... **\$ 1000 \*\***

**\*Introductory offer – one time only..... \$1000**

**\*\*Introductory offer – one time only ..... \$500**

### 6 times per year

Sponsored content – features can be updated each issue..... **\$3000 \***

Sidebar ad – new artwork can be provided each issue..... **\$ 1500 \*\***

**\*Introductory offer – one time only ..... \$1500**

**\*\*Introductory offer – one time only ..... \$750**

## ADVERTISEMENT SPECIFICATIONS

**Sidebar Dimensions:** 300px W x 250px H

Artwork to be supplied in high resolution JPG or PNG

## SPONSORED CONTENT

Article should not exceed 600 words. It will be posted on the publications page of the CAMA website for the 2-month period in between newsletter releases.

*Content will be subject to final approval by CAMA staff.*

## DISCLAIMER

CAMA accepts no responsibility for the content or reproduction of ads prepared by the advertiser. All content and advertisements must be received by the deadline provided upon confirmation of receipt.

## PAYMENT TERMS

Payment is accepted by Visa, Mastercard or AMEX. Cheques made payable to CAMA also accepted. Invoices available upon request. Applicable taxes will be added to all fees.

The screenshot shows a newsletter layout with the following elements:

- Header:** CAMA and ACAD logos, and the title "COFFEE - MARKETS - VENDING NEWSLETTER".
- Sample Ad 1:** 300px W x 250px H, JPG OR PNG.
- Sponsored Content:** 600px W x 200px H, JPG OR PNG.
- Sample Ad 2:** 300px W x 250px H, JPG OR PNG.
- Content Sections:** Multiple "Lorem ipsum" placeholder blocks of varying lengths.
- Sample Ad 3:** 300px W x 250px H, JPG OR PNG.
- Sponsored Content:** 600px W x 200px H, JPG OR PNG.
- Sample Ad 4:** 300px W x 250px H, JPG OR PNG.

**Contact:**  
[admin@vending-cama.com](mailto:admin@vending-cama.com)

# ADVERTISING ORDER FORM – 2021 E-Newsletter Advertising

## ADVERTISING OPTIONS



| Ad Option                           | Rate<br>(subject to applicable taxes) |                   |                   |                   |
|-------------------------------------|---------------------------------------|-------------------|-------------------|-------------------|
|                                     | Per Issue*                            | 2 times per year* | 4 times per year* | 6 times per year* |
| <b>Sponsored Content</b>            | \$750                                 | \$1000            | \$2000            | \$3000            |
| <i>*One time Introductory offer</i> | <i>\$375</i>                          | <i>\$500</i>      | <i>\$1000</i>     | <i>\$1500</i>     |
| <b>Sidebar Ad</b>                   | \$500                                 | \$750             | \$1000            | \$1500            |
| <i>*One time Introductory offer</i> | <i>\$250</i>                          | <i>\$375</i>      | <i>\$500</i>      | <i>\$750</i>      |

## CONTACT DETAILS

Contact Name: \_\_\_\_\_

Company: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Website: \_\_\_\_\_ Business Type: \_\_\_\_\_

## ORDER DETAILS

### AD TYPE:

Sponsored Content:     Per Issue    |     2 times per year    |     4 times per year    |     6 times per year

Sidebar Ad:                       Per Issue    |     2 times per year    |     4 times per year    |     6 times per year

Visa             Mastercard             AMEX             Cheque (payable to CAMA)

Name on Card: \_\_\_\_\_

Card Number: \_\_\_\_\_

CVV: \_\_\_\_\_ Expiry Date: \_\_\_\_\_

Signature: \_\_\_\_\_

**SUBTOTAL** = \$ \_\_\_\_\_

**PLUS HST 13%** = \$ \_\_\_\_\_

**TOTAL** = \$ \_\_\_\_\_

To confirm your order, please submit completed form to [admin@vending-cama.com](mailto:admin@vending-cama.com)