

# DIGITAL ADVERTISING CAMA E-NEWSLETTER

The CAMA e-Newsletter is our leading quarterly publication giving you a direct platform to connect with your customers and build trust and authority in the Canadian unattended retail markets. Each issue includes articles with helpful technical or business tips, industry news, information on latest trends and technology, and association announcements. The content and advertisements will also be hosted on the CAMA website e-Newsletter page in English and French. Now the focal point of visitors to our website with an average of 1849 visitors per month and distributed to over 700 industry stakeholders, the CAMA e-Newsletter has the competitive rates, high engagement, and flexibility to support your marketing goals.

## ADVERTISING OPTIONS

### SPONSORED CONTENT

Displayed within body of the newsletter - article will also be randomly distributed as a stand-alone direct promo email, banners will be displayed on the CAMA website home page and highlighted on social media platforms during the 3-month period in between publications.

**Banner Advertisement Dimensions:** 600px W x 200px H

**Article should not exceed 600 words.** It will be posted on the publications page of the CAMA website newsletter. *Content will be subject to final approval by CAMA staff.*

### SIDEBAR AD

Placement in the newsletter - advertisement will also be posted on the publications webpage of the CAMA website newsletter page. Advertisement will be linked to preferred web address.

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

*Artwork to be supplied in high resolution: preferred formats PDF, PNG, EPS, or JPG.*

### 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.

### AUDIENCE AND REACH

Your chosen advertising will be distributed to over 700 active industry professionals including CAMA Members and Non-Members. The average open rate of the newsletter remains high at 41.4% as does the marketing promo emails featuring sponsored content articles with an **average open rate of 45.1%**.

# ADVERTISING ORDER FORM

## E-Newsletter Advertising 2026



### 2026 SCHEDULE

Deliverables Due Date	Release Date
February 20th	February 26th - SHOW EDITION
May 20th	May 28th
August 17th	August 27th
November 16th	November 26th

*Show Edition: This issue is published ahead of the CAMA Show and features the tradeshow schedule, exhibitors and sponsors.*

### CREATE YOUR CAMPAIGN

Ad Options	RATE subject to applicable taxes			
	1 ISSUE	2 ISSUES	3 ISSUES	4 ISSUES
Box Ad	\$500	\$950	\$1275	\$1600
Sponsored Content	\$750	\$1425	\$1900	\$2400

### CONTACT DETAILS

Contact Name	
Company	
Phone	
*Website Link	
Email	

*\*Please provide the direct link to be used for the banner/ad artwork*

### PAYMENT TERMS

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

*To confirm your order, please submit completed form to: [admin@vending-cama.com](mailto:admin@vending-cama.com). We will process your order and send an invoice with payment link to the contact name provided.*