



Online ads 2017

Organization Name

CMA Member No.

Organization Contact

Address/City/Province/Postal Code

Telephone

Fax

Email

Website

If Agency, Advertising Organization

Payment Information

Cost for **Online ads:** \$ _____

GST (5%) \$ _____

↳ Applies to: AB, BC, MB, NU, NWT, QC, SK, YU

HST (13%) *↳ Applies to: ON, NB, NL* \$ _____

HST (14%) *↳ Applies to: PEI* \$ _____

HST (15%) *↳ Applies to: NS* \$ _____

GRAND TOTAL \$ _____

GST exemption number: _____

Cheque attached payable to **Canadian Museums Association.**

Charge my credit card: VISA MasterCard

Card # _____ Expiry (MM/YY) _____ CVW # _____

Name on card _____

Signature _____

Advertiser / Agency signature _____ Date _____

Material Requirements

• **170 pixels x 220 pixels** — file format can be converted by CMA.

• **Sizes:** OPTION 1 → **3 inches W x 1¾ inches H** maximum.

OPTION 2 → **1½ inches W x 2 inches H** maximum.

Important note:

If you wish the ad to appear on both the English and French sites or e-newsletters, please provide artwork in both languages, otherwise it will only appear on the site in the language provided.

Online ads

OPTION 1: For \$250, purchase an online ad on **www.museums.ca** for **one month**. Your ad will be featured in a prime location on the CMA homepage and will link back to your website. The Canadian Museums Association site gets an average of 21,500 impressions per month.

OPTION 2: For \$150, purchase a special ad on **one issue** of the CMA's electronic newsletter, sent every two weeks to the more than 2,000 CMA members. Your ad will be featured in a premium location on the e-newsletter sidebar, and will link back to your website.

Schedule

OPTION 1: *please select a month*

- | | | | |
|------------------------------------|-----------------------------------|-----------------------------------|-----------------------------------|
| <input type="checkbox"/> January | <input type="checkbox"/> February | <input type="checkbox"/> March | <input type="checkbox"/> April |
| <input type="checkbox"/> May | <input type="checkbox"/> June | <input type="checkbox"/> July | <input type="checkbox"/> August |
| <input type="checkbox"/> September | <input type="checkbox"/> October | <input type="checkbox"/> November | <input type="checkbox"/> December |

OPTION 2: *please specify the week*

Week of _____, 2017

Week of _____, 2017

Artwork deadline: New Repeat

One (1) week prior to ad being posted.

Contact

Linda McConnell

Production Assistant

Canadian Museums Association

400-280 Metcalfe St.

Ottawa, ON K2P 1R7

Tel: 613-567-0099 x224

Fax: 613-233-5438

lmccconnell@museums.ca