Advertising
Specialty
Institute® of Canada, ULC

MEDIA KIT
2018

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ASI Canada Works With You Every Step of the Way

ASI Canada® and our suite of advertising and marketing tools is the best way to reach influential distributor salespeople and executives.

Our products are designed to reach over 10,000 Canadian distributors through a variety of media options, including digital, content marketing and social media platforms.

If you have a product of use to distributors and their customers, advertising to this audience is crucial. Working with our in-house editorial team and ASI Creative Labs, you have access to effective advertising platforms, including online, e-newsletters, EmailExpress™, sponsored webinars and content marketing.

We look forward to working with you in 2018 and beyond.

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Harness the Power of the Industry's Most Respected Media Organization

We'll connect leading suppliers to Canada's best audience, across the industry's highly trafficked platforms.

Be part of an exclusive group of suppliers reaching influential distributors. We apply the same insight and strategy to brand building as we do to uncovering the latest industry news and insights that matter to Canadians. We can confidently drive your strategy, access the right audience and deliver concrete results.

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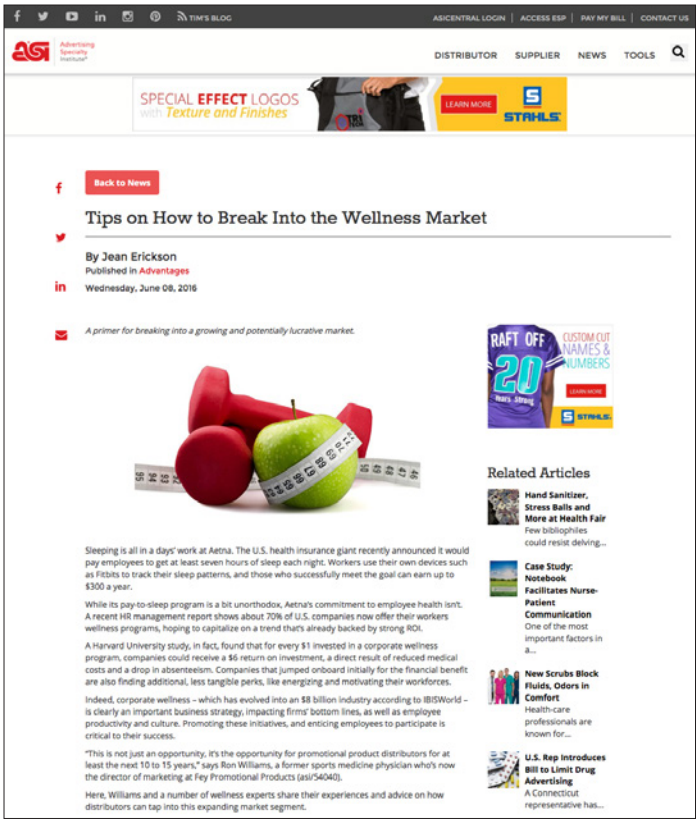

ASICentral® Rates:

Interstitial	550x400	$799/month
Road Block		
Top Banner	728x90	
Side Banner	240x400	$795/month

Get a competitive edge by advertising on ASICentral, where your brand and products will be placed next to the latest industry news.

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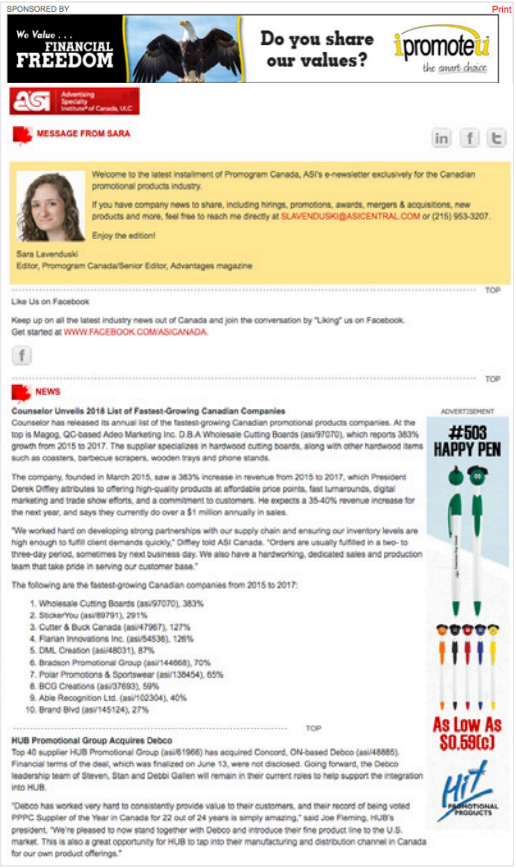
COUNSELOR PROMOGRAM CANADA



SPONSORSHIP BANNER

SIDE BANNER

Circulation: 9,000 Canadian distributors
Frequency: Twice monthly
Unique Open Rate: 24.6%

Important news, trends and products with a focus on the growing Canadian market.

Counselor® PromoGram Canada Rates

	Ad Size	12x	6x	3x	1x
Sponsorship Banner	728 x 90	$175	$225	$280	$330
Tower Ad	120 x 600	105	175	225	280
Square Banner	250 x 250	140	150	175	205
Product Spotlight	250 x 250	175	225	280	330

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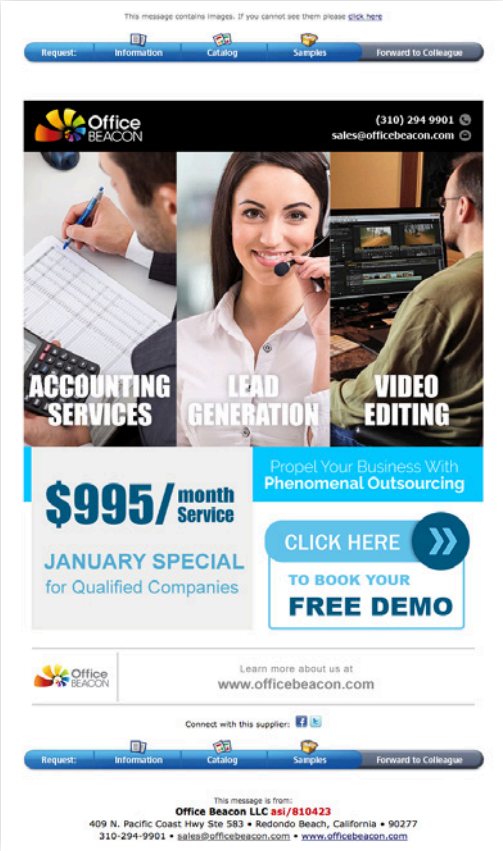
EMAILEXPRESS CANADA



Capture the attention of 3,500 Canadian distributors with customized, targeted **EmailExpress**™ messaging. Generate interest, connect with prospects and track the success of your campaign.

EmailExpress Canada 1x Rate	$180

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ASI CANADA WEBINAR

Our unique social journalism platform enables content creators, consumers and marketers to participate more than ever before. Educate prospects while increasing brand recognition by sponsoring a 30-45 minute webinar.

Sponsorship includes:

- Your choice of topic
- Opportunity to be a presenter
- Featured ad throughout the presentation
- List of attendees
- Logo included in web promotions
- Archived copy of webinar to share with clients and prospects
- Educate Canadian prospects

ASI Canada Webinar Rates
$3,650 per webinar

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ASI CANADA CONTENT MARKETING

Engage your audience by providing useful information across multiple platforms. Educate your customers, grow brand loyalty and entice interested prospects to take action.

Content marketing packages include:

- Custom content asset (white paper, infographic, product trends and more)
- HTML email
- Email deployment to ASI audience
- Lead Generation and Thank You web pages
- Article promoted in ASI e-newsletters
- Article posted on ASICentral.com
- Sponsored brand page on ASICentral.com
- Sponsored webinars

ASI Canada Content Marketing Rates
Contact your account executive

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